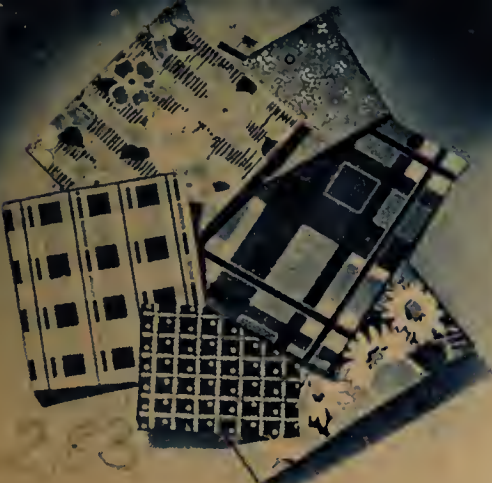


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.







Was 13½c Now 11½c Yd.  
SMART STYLE PRINTS  
98 X 3230—Page 5



Was 66c Now 42c  
FULL FASHIONED SILK  
86 X 746—Page 150



Was 74c Now 64c  
CUSHION DOT CURTAINS  
24 X 5533—Page 35



Was 55c Now 39c Yd.  
SILK FLAT CREPE  
94 X 6000—Page 5

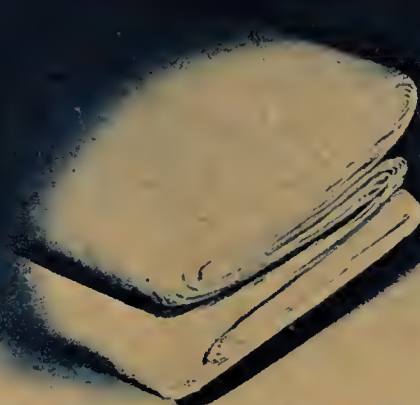
*Nursery 85507  
Yp 108-11*  
**Sears**  
**MIDWINTER**

**SALE**

**VALUE PLUS! LOWER PRICES! GREATER SAVINGS!**  
These examples prove it. Hundreds equally sensational fill this *Sears* Sale Book. They're for Mail Orders only—many offered on easy terms. We've cut prices, but maintained highest quality. Read every price tag. Order early.



\$239 Value, \$188  
CANNON PART WOOL  
24 X 7440—Page 40



Was 87c, Now 10 yds, 79c  
"LL" SHEETING  
97 X 1654—Page 2



Was \$319 Now \$239  
13-GAL. COPPER BOILER  
11 X 02044—Page 65



\$200 Value, \$129  
WOMEN'S OXFORDS  
15 X 2957—Page 158

**THIS GREAT SALE ENDS FEBRUARY 28, 1935**



60c Value, 48c Doz.  
BIG 200-YD. SPOOLS  
85 X 4850—Page 32



Was \$34<sup>95</sup> Now \$32<sup>95</sup>  
6-TUBE SILVERTONE  
57 XM 1850—Page 53



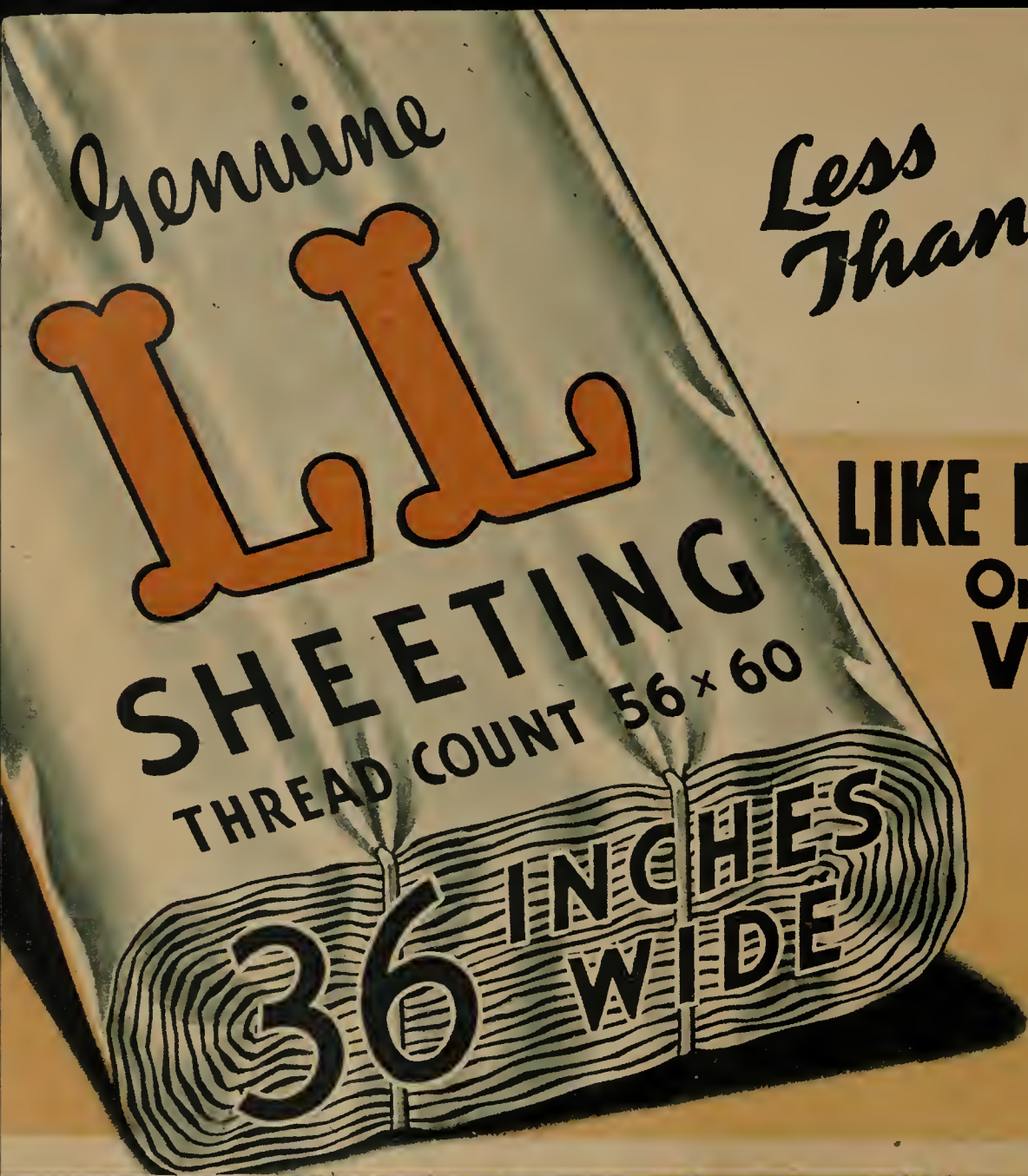
SAVE 38c! 2 for \$100  
ALL RAYON SLIP  
29 X 3694—Page 175



A Great Value at 79c  
MEN'S OVERALLS  
41 X 27—Page 133

**SEARS, ROEBUCK and CO. of TEXAS, DALLAS**





Less Than

8

¢  
A  
YD.

WAS  
~~87¢~~  
For 10 YDS.  
Now  
**79¢**

**LIKE BUYING WHOLESALE**  
Only in a *Sears* Sale  
**Value Like This!**

- Unbleached (Natural cream color)
- Firmly, Evenly Woven
- Weights 4 Ounces to the Yard

Depend on Sears to LEAD in value, low price, reliable quality. This is full standard LL Sheeting—same good quality you've known—not cheapened in any way to make this low price. Woven sturdy, from long staple, clean cotton yarns, free from specks. On sale only 'til February 28. Put up and sold in 10-yard lengths only. Shipping weight, 2 lbs. 10 oz.

97 X 1654 ..... **10 YDS. 79¢**

100-PIECE SET

Less Than **12¢** Each Piece  
For Mail Orders Only



**100-Pc. Set** Honey Yellow Hollyhocks  
Green Leaves—Ivory Body

- First Quality American Semi-China . . New Vogue Shape . . Fluted Verge . . Scalloped Rims Have Platinum Color Edge . . Set includes Large Pieces; Bowls, Platters, Covered Dish, Sugar, Creamer and EXTRA LARGE SIZE DINNER PLATES

To get a set lovely enough to offer as one of the greatest values in our Midwinter Sale, we selected this from over a thousand different designs. We bought a train-load, to get a record smashing value for you! Think of it! A 100-piece set at less than 12 cents each dish, including all wanted large pieces. For composition of sets, see page 31.

**100-PIECE SET** . . . 35 X 41 12 Shpg. wt., 65 lbs. . . . . **\$11.50**  
**32-PIECE SET** . . . 35 X 41 12 Shpg. wt., 20 lbs. . . . . **3.29**

**89¢**

**5 YDS.**



**Price Alone Tells the Story Here!**

- Natural Cream Color, Gradually bleaches white with washing.

Less than 18 cents a yard—a sale special we searched hard and long to get! Full 81 inches wide—makes up into double bed size, seamless sheets; economical, too, for covering pillows, making protective bands for comforter and quilt ends, as well as mattress covers, bags, etc. Pays for itself over and over again in the loads of uses nimble fingers find for it. While Sale's on, these tremendous savings, yours! Put up and sold in 5-yard lengths only. Shpg. wt., 5 yds., 2 lbs. 2 oz.

97 X 1996—5 yards . . . . . **89¢**



# Easy To Save THE Sears MAIL ORDER WAY

## WE CAN FIT YOU Perfectly

—and Every Member of Your Family . . . Just Measure This Easy Way

### WOMEN

Be sure to give all measurements asked for accurately. Do not stretch tape; avoid sag or slip of the tape.

**Bust Measurement.** is taken over the fullest part of the bust, with the tapeline close up under the arms and across the shoulder blades. See A.

**Waist Measurement** is taken at the natural waistline. See B.

**Hip Measurement** is always taken at the fullest part. See C.

If you will also give your weight and height, particularly for dresses and coats, it will enable us to fit you accurately. NEVER MAKE ALLOWANCE FOR FULLNESS; we make all necessary allowances.

### MEN

Be sure to give every measurement asked for accurately.

**Chest Measurement** is taken close up under arms, snug but not tight. Be sure the tape is over the shoulder blades at the back. When measuring for garments that are worn over a vest take the chest measurement with vest on. See A.

**Waist Measurement** is taken just above the hip bones, as shown by B. Do not measure over belt.

**Inseam Measurement** is taken from close up in the crotch to the bottom of trousers at length desired, usually to top of heels. See C.

For all measurements stand naturally, breathing normally. Do not expand chest. Take all bulky material from pockets.

### BOYS' and GIRLS' AGE-SIZE SCALES

Children's Measurements are taken as for adults. However, usually age-size is quoted and is determined by measurement, not by actual age. Children are large or small for their age, while the chart is averaged. Find child's chest measure; if a fraction, order next larger size. Also state weight if possible.

#### BOYS' SIZE SCALE

Age Size to Order	Boys' Chest Measure, Inches	Waist Measure, Inches	Inseam, Inches
3	22	..	..
4	23	..	..
5	24	23½	19½
6	24½	24	21
7	25	24½	22
8	26	24½	23
9	26½	25	24
10	27	25½	24½
11	27½	26	25
12	28	26½	26
13	29	27	27
14	30¼	27½	28
15	31	27¾	29
16	32	28½	30
17	33	29½	31
18	34	30	31½

#### GIRLS' SIZE SCALE

COATS ONLY		
Chest Measure Inches	Age Size to Order	Length, About, Inches
25	6	27
26	7	28
27	8	30
28	9	32
29	10	35
31	12	37
33	14	39
35	16	43
DRESSES		
26	7	27
27	8	29
29	10	32
31	12	35
33	14	39

### SHOES

If your old shoes fit satisfactorily, indicate on your order all numbers that appear in them, or, particularly when ordering children's shoes, send us an accurate pencil outline of foot with stocking on. Be sure pencil is held upright.

### CORSETRY ALL STYLES

Because there are so many different styles of corsets today, we give instructions in each description, covering the size information we require. Measure carefully as above.

USE SEARS EASY PAYMENT PLAN—SEE PAGE 43

WHERE TO FIND THE HUNDREDS OF SALE OFFERINGS IN THIS BOOK

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Read About Property Improvement Loans on Page 42

### PRICES IN THIS BOOK ARE FOR MAIL ORDERS ONLY

The exceptionally low Sale prices quoted in this catalog are available only to customers who order these items from Sears BY MAIL.

Because of over-the-counter delivery, our retail store prices on this merchandise are usually higher than our catalog prices.

### IMPORTANT INFORMATION REGARDING PRICES...

Should the Federal Government or any State find it necessary to increase by taxes or otherwise the cost or selling price of any of the merchandise described in this Catalog, we reserve the right to add any such taxes or other increases to the prices of merchandise shown in this Catalog.

## PARCEL POST RATES

Be Sure to Send ADDITIONAL MONEY to Pay Postage. Charges for parcel post shipments must be paid in advance. Add the amount for postage to the cost of the merchandise and include it in your remittance. We always return every penny you send over actual postage required. In figuring postage on packages weighing more than one pound, the Postoffice figures a fraction of a pound as a full pound. For example: If the total weight of your order is 7 lbs. 2 oz., it will take the 8-lb. rate. Packages weighing up to 70 pounds can be carried by Parcel Post in All Zones.

2 ounces or less.	SHIPPING WEIGHT	Local Zone	Zones 1 & 2	ZONE 3	ZONE 4	ZONE 5	ZONE 8
1 1/2c	1 pound	7c	8c	9c	10c	11c	15c
3c	2 pounds	8c	10c	11c	14c	17c	26c
4 1/2c	3 pounds	8c	11c	13c	17c	22c	37c
6c	4 pounds	9c	12c	15c	21c	27c	48c
	5 pounds	9c	13c	17c	24c	33c	59c
	6 pounds	10c	14c	19c	28c	38c	70c
	7 pounds	10c	15c	21c	31c	43c	81c
	8 pounds	11c	16c	23c	35c	49c	92c
	9 pounds	11c	17c	25c	38c	54c	\$1.03
	10 pounds	12c	18c	27c	42c	59c	1.14
	11 pounds	12c	19c	29c	45c	64c	1.25
	12 pounds	13c	21c	31c	49c	70c	1.36
	13 pounds	13c	22c	33c	52c	75c	1.47
	14 pounds	14c	23c	35c	56c	80c	1.58
	15 pounds	14c	24c	37c	59c	86c	1.69
	16 pounds	15c	25c	39c	63c	91c	1.80
	17 pounds	15c	26c	41c	66c	96c	1.91
	18 pounds	16c	27c	43c	70c	\$1.02	2.02
	19 pounds	16c	28c	45c	73c	1.07	2.13
	20 pounds	17c	29c	47c	77c	1.12	2.24
	30 pounds	22c	40c	67c	\$1.12	1.65	3.34
	40 pounds	27c	51c	87c	1.47	2.18	4.44
	50 pounds	32c	62c	\$1.07	1.82	2.71	5.54
	60 pounds	37c	73c	1.27	2.17	3.24	6.64
	70 pounds	42c	84c	1.47	2.52	3.77	7.74

MAIL COUPON ON PAGE 98 FOR Sears NEW 1935 CATALOG OF WALL PAPER SAMPLES



EVERY ITEM  
ON THIS PAGE

FOR MAIL  
ORDERS ONLY

9¢

A  
YARD

Proof that *Sears*  
Prices are Lowest!



ALSO  
GREEN and GOLD-3

2

ALSO  
BLACK-7

6

4

5

SALE CLOSSES  
FEB. 28, 1935

## Washfast Boilfast PERCALE

A Money-Saver That's a Record-Maker

—Smart New Designs

—Width, 36 In.

This percale certainly is a bargain; you'll realize that the moment you see it! And when you do your own sewing—you may have three smart percale dresses, all well made, for what you'd pay for one readymade of equal quality! Here's a real price scoop! (2) Copen and red; (3) Green and Gold; (4) Navy blue; (5) Red; (6) Orchid; (7) Black and white. State pattern number. Shpg. wt., per yard, 4 oz.

98 X 3214—A Yard.....9¢



10

19

18

ALSO BROWN-14  
BLACK-12  
GREEN-17

## Extra Wide Bungalow GINGHAM

Extra Width Means Extra Money Saved

—Firm and Serviceable

—Width, 32 Inches

When it comes to gingham values, we won't be outdone! Sears prices must ALWAYS be LOWEST! Here's a grand example of what we mean—the Bungalow apron quality you all know, at an unbeatable bargain price! Stock up! The saving isn't in the first cost alone; you'll find Bungalow gingham wears BETTER than others near its price! (10) Navy blue check; (12) Black check; (14) Brown check; (17) Green check; (18) Helio check; (19) Pink check. State pattern number. Shipping weight, per yard, 4 ounces.

98 X 4088—A Yard.....9¢



## Standard Quality UNDERWEAR CHECKS

Known for VALUE!

- 64x60 Threads to Square Inch
- Delicate Undie Tints
- Economy Width, 36 Inches

Underwear fabric should be strong in texture, it should launder well. This underwear check fills the bill! Full standard quality. COLORS: Bonnet Pink, Lavender, Peach or White. State color. Shipping weight, per yard, 4 ounces.

98 X 5191—A Yard.....9¢

4<sup>2</sup> LAMDS KCMNB SEARS-ROEBUCK



## 36-inch Standard Quality PERCALE

A Mighty Low Price for It!

- 64x60 Threads to the Square Inch
- Staunch Sturdy Grade. Wears WELL
- Width, 36 Inches . . . Saves in Cutting

Outfit Daughter in this percale! Think how little even three or four new dresses would cost; the savings would buy you enough material for a dress for yourself! Strictly first quality. Smart for trimmings. COLORS: Apple green; Alice blue; Copen blue; Lilac; Orange; Navy blue; Rose pink or Tan. State color. Shpg. wt., per yd., 5 oz.

98 X 3250—A Yard.....9¢



## 36-inch Cotton SHAKER FLANNEL

Cotton Flannel That Wears!

- Medium Weight Serviceable Quality
- Softly Fleeced on Both Sides
- Width, 36 Inches

Soft, downy, warm—a quality you'll be glad to have baby wear . . . a quality you'll like to wear yourself, it feels so good and it is such a bargain! Fluffy napped. Absorbent. Compare it with others near its price! You'll see why so many women never buy cotton flannels anywhere but Sears. Bleached snowy white. Ideal for diapers. Shpg. wt., yard, 6 oz.

98 X 4147—A Yard.....9¢



Special Savings

11<sup>c</sup>  
A  
Yard

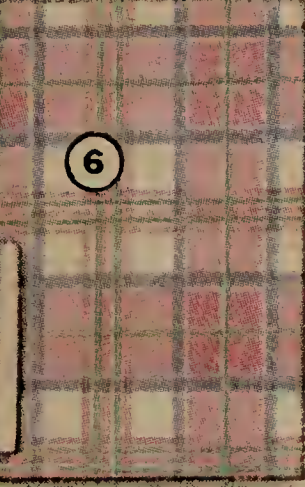
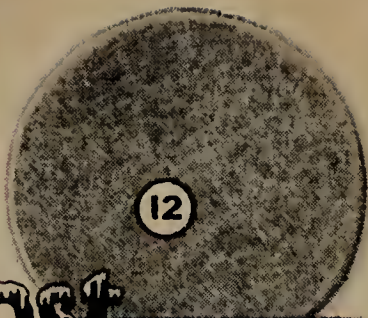
# Jack Frost

## Our Fastest Selling Cotton Outing FLANNEL

- Standard Quality.
- Width, 36 In.

It must be good—it must wear well—or we couldn't sell it by the millions of yards year after year! Jack Frost has a fluffy, warm nap, a strong weave. Patterns for every use. State pattern number. Shpg. wt., per yard, 6 ounces.

98 X 4255  
A Yard .....11c



Reduced from 13<sup>1</sup>/<sub>2</sub>c

11<sup>1</sup>/<sub>2</sub><sup>c</sup>  
A  
Yard

## 2,000,000 Yard Sale

- Washfast, Boilfast.
- Advance 1935 Patterns.
- Width, 36 Inches.

Use Smart Style Cotton prints and you won't have to guess how a dress will turn out. With patterns like these you know before you begin that it's bound to be smart! Buy ahead . . . plan your Spring sewing now! State pattern number. Shpg. wt., per yard, 5 ounces.

98 X 3230  
A Yard .....11<sup>1</sup>/<sub>2</sub>c

# Smart Style Prints





EXTRA LOW  
PRICE

**13<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A YD.

## FIFTI FROCK PRINTS

—Washfast Colors  
—Width, 36 Inches

Patterns with a brand new sparkle in them—all advance 1935 prints chosen especially for this Sale. Fifti's a soft finish cotton that takes color beautifully... that saves you extra money because it wears longer. State pattern number.

Shipping weight, per yard, 5 oz.

98X3222

**13<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A Yard



FINE  
QUALITY

**18<sup>c</sup>**  
A YD.

## AMOSKEAG CLAN-LOCH Gingham

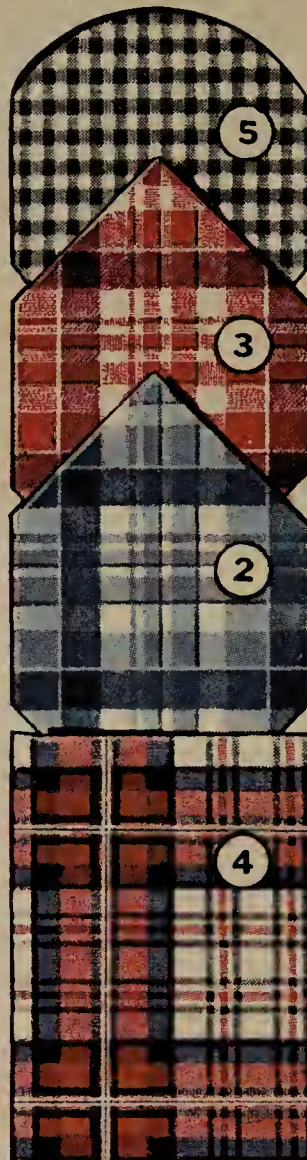
—Washfast Colors  
—Width, 36 Inches

A gingham with STYLE! Bright plaids, distinctive checks—in that finer texture that has made gingham such a smart fashion. Amoskeag made—Reduced especially for our Midwinter Sale. State pattern number.

Shipping weight, per yd., 5 oz.

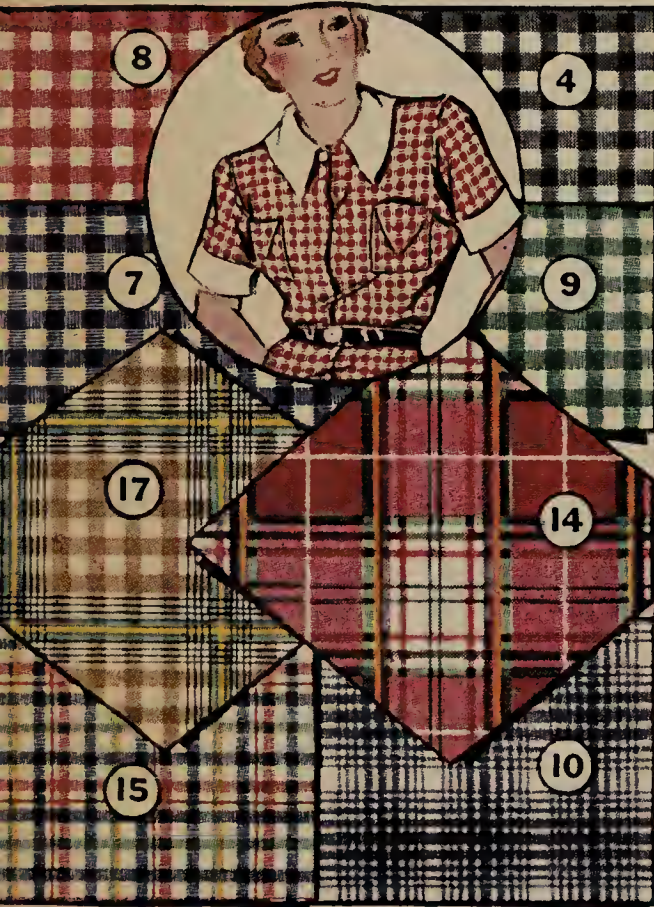
98X4093

**18<sup>c</sup>**  
A Yard



THOUSANDS OF DOLLARS IN SAVINGS

FOR SEARS  
CUSTOMERS



**10<sup>c</sup>**  
A YD. **LEADER  
GINGHAM**

—Serviceable, Practical Grade  
—Width, 32 Inches

Always a money-saver for Sears customers... and now REDUCED! It gives you full money's worth—and more! Gay, smart patterns for house dresses and children's clothes. State pattern number.

98 X 4018—Shpg. wt., per yard, 4 oz.

6

c

SEARS-ROEBUCK

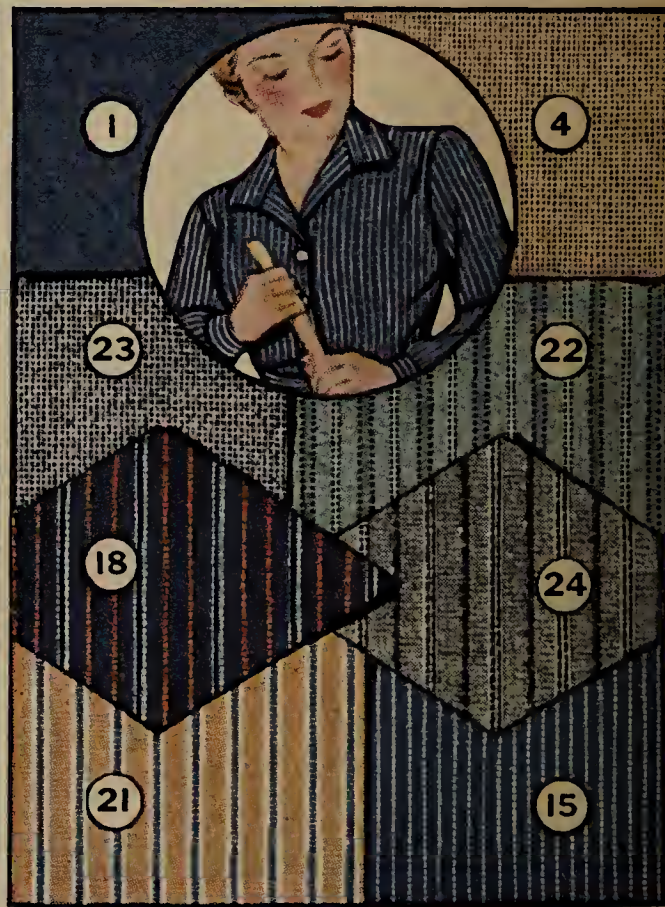


**10<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A YD. **BOILFAST  
PERCALE**

—Bright, Beautiful Prints  
—Width, 36 Inches

For the best buys in percale—Sears anytime! And especially saletime! For example, these patterns; see how pretty and smart they are. Compare them with others, even at higher prices... you'll see the difference, at a glance! State pattern number.

98 X 3206—Shpg. wt., per yard, 4 oz.



**12<sup>c</sup>**  
A YD. **RUGGED  
HOMETEX**

—"Stands the Rub of the Tub"  
—Woven Patterns —Width, 28 In.

Making work clothes PAYS! You know the workmanship's right, and you know the extra wear you may expect if they're HOMETEX! An extra saving, too, during this Sale; buy enough for work and play clothes for all the family. State pattern number.

98 X 4385—Shpg. wt., per yard, 5 oz.





REDUCED TO

**Now 12c**  
A YARD

**PONGETTE**

## Our Wide Cotton Cloth

- For Outerwear and Underwear
- Width, 36 Inches. Saves in Cutting

This low price will make a big hit with Sears regular customers... they know how good Pongette is, how it wears! Smooth weave, soft finish.

### COLORS

Alice Blue	Lavender	Rose
Bonnet Pink	Light Blue	Tan
Jade Green	Peach	White

State color. Shpg. wt., per yd., 5 oz.

98 X 5104—A Yard..... 12c

**LOWEST PRICE  
IN AMERICA  
FOR THIS  
QUALITY**

**15c**  
A YARD



## SEROOCO COTTON LINENE WASHFAST—BOILFAST

- Fully Mercerized, Crisp in Texture
- Width, 33 Inches

The linene with the TRUE LINEN-LIKE finish—a great favorite for children's clothes. Tailors trimly; pleats sharply. You'll like it for your own clothes. And, price is welcome news for America.

### COLORS:

Bermuda Blue	Navy Blue	Rose
Maize	Orchid	Tan
Maple Sugar	Peach	White
	Queen blue	

State color. Shpg. wt., per yard, 5 oz.

98 X 5100—A Yard..... 15c



# YOUR MONEY'S WORTH..and MORE

These Prices for Mail Orders Only

**Only 10c**  
A YARD

## Yard Wide Cotton BROADCLOTH

... A BARGAIN  
You Shouldn't Miss!

- Serviceable, Dependable Quality
- Pretty Colors
- Width, 36 Inches

Knowing how important broadcloth is in any home-sewing program, we scoured the market to find you a fine value. It's a quality that lives up to Sears high standards for a cotton broadcloth... and the price is the lowest possible! Buy now; get a full supply for your Spring sewing.

### COLORS

Light Blue	Peach
Maize	Pink
Medium Blue	Rose
Medium Green	Tan
Orchid	White

State color. Shpg. wt., per yard, 4 oz.

98 X 5110—A Yd. 10c





**Pastoral  
CLOTH**

**27c**  
A YARD

**Superlative Quality**

- Fine Combed Cotton
- Rich Mercerized Luster
- Sunfast—Boilfast
- Width, 36 Inches

A cotton known for beauty! Extra fine, extra soft, with a soft luster that adds distinction to anything you make! Use it for prize-winning quilts and pretty clothes. Buy it at a sale price.

**COLORS**

Black	Jade green
Bonnet pink	Light blue
Butter yellow	Light burnt orange
Chamois	Lilac
Copen blue	Nile green
Eggshell	Orchid
Firebrand	Rose
Honey mellon	White

State color. Shpg. wt., per yd., 4 oz.

98 X 5107—A Yd. 27c





**TUPELO**

**MADRAS**

"The Cloth with a Million Friends"

**REDUCED!**

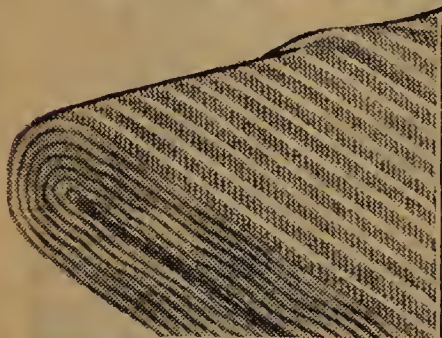
- Designs WOVEN IN
- Tubfast Colors
- Close Set, Strong Texture
- Width, 32 Inches

**15c**  
A YARD

A bargain-opportunity for which we know thousands of regular Tupelo users are waiting. Don't miss it—especially if you have never used Tupelo before. You'll be pleased with the way it stands hard wear—the way it doesn't show soil easily! (1) Plain Dark Blue; (2) Gray with woven novelty stripe; (5) Green with White; (10) Copen blue with novelty stripe; (12) Copen blue with Diamond decoration; (15) Tan and Brown with Black and White. State pattern number.

98 X 4390—Shpg. wt., per yard, 6 oz.

## 27-in. HICKORY SHIRTING



**ON SALE—BUY NOW!**

- Strong Medium Weight
- Width, 27 Inches

You know how much higher some stores price this famous quality! Sears gives you a big saving! Use Hickory for work shirts, aprons, playsuits, children's coveralls. Indigo blue and White stripe.  
98 X 4362—Shpg. wt. per yard, 6 oz.

**12c**  
A YARD



**11c**  
A YARD

## Twill Weave Cotton BABY FLANNEL

- Medium Heavy Weight
- Delicate Tints
- Fleeced on Both Sides
- Width, 27 In.

A flannel that is as kind to tender skin after washing as before . . . and every mother knows that's the test of a good quality. It's our finest twill weave flannel, equal to others that sell for much higher prices than our regular price. This reduced price makes it an extra special bargain! COLORS: Blue, Peach, Pink or White. State color. Shpg. wt., per yard, 4 oz.

98 X 4183—A Yard . . . . . 11c

**2,000,000 Yards MARKED DOWN!**

These Low Prices  
for Mail Orders  
Only

27-In.  
Width **8 $\frac{1}{2}$ c** A  
YARD

### Our LEADER Serviceable Cotton SHAKER FLANNEL

- Medium Weight
- Fleeced on Both Sides
- Snowy White Bleach

No one expected this . . . a price cut on our Leader Value! The price already was so low, a better value just didn't seem possible! Take advantage of the reduction now; remember, this Sale is over after Feb. 28, 1935.

**27** Shipping weight, per yard, 4 ounces.

**Inch** 98 X 4141—A Yard

**30** Shipping weight, per yard, 6 ounces.

**Inch** 98 X 4142—A Yard

**36** Shipping weight, per yard, 6 ounces.

**Inch** 98 X 4143—A Yard

**8 $\frac{1}{2}$ c**

**9 $\frac{1}{2}$ c**

**11 $\frac{1}{2}$ c**



27-In.  
Width **10 $\frac{1}{2}$ c** A  
YARD

### *Velvdown* Our Best Cotton SHAKER FLANNEL

- Extra Heavy Weight
- Absorbent
- Both Sides Fleeced
- Snowy White Bleach

Extra warm because it's deeply napped. Extra long wearing because there is more cotton in it—texture is firm. It's our finest cotton shaker flannel, soft and smooth, a grade you'll like for baby's tender skin. Use it for nightwear, too.

**27** Shipping weight, per yard, 4 ounces.

**Inch** 98 X 4168—A Yard

**30** Shipping weight, per yard, 6 ounces.

**Inch** 98 X 4170—A Yard

**36** Shipping weight, per yd., 6 ounces.

**Inch** 98 X 4171—A Yard

**10 $\frac{1}{2}$ c**

**12c**

**14c**



**17<sup>c</sup>**  
A YD.

Our Best  
*Bellefair* BATISTE

- Fine Combed Cotton Yarns
- Extra Wide, 39 Inches

Soft and fine in texture—a famous batiste you'll like for handmade baby clothes, extra nice layettes and dainty undies. Fully mercerized. A bargain! **WHITE ONLY.** Shpg. wt., per yard, 3 oz.

98 X 5012—A Yd..17<sup>c</sup>

**10<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A YD.

The Better Grade  
TINTED LONGCLOTH

- 68x72 Threads to Sq. In.
- Width, 36 Inches

Soft finish. Our regular low price for this better longcloth lowered—but just for this Sale. Order plenty... NOW! **COLORS:** Bonnet pink, Lavender, Peach or White. State color. Shpg. wt., per yd., 5 oz.

98 X 5117—A Yd..10<sup>1</sup>/<sub>2</sub><sup>c</sup>

**14<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A YD.

Fine Quality  
*Silvertone* NAINSOOK

- Long Staple COMBED Cotton
- Soft Finish —Width, 36 Inches

Exquisitely soft and smooth to the touch. Fine of texture. It's our best nainsook, a brand famous for its extra nice appearance... a brand whose equal usually costs MUCH more! **WHITE ONLY.** Shipping weight, per yard, 3 oz.

98 X 5070—A Yd.... 14<sup>1</sup>/<sub>2</sub><sup>c</sup>

**9<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
A YD.

Standard Quality  
TINTED LONGCLOTH

- 64x60 Threads to Sq. In.
- Width, 36 Inches

Good, serviceable, superior to others at its price. Use it for undies and tots' wear. **COLORS:** Bonnet pink, Lavender, Peach or White. State color. Shpg. wt., per yd., 4 oz.

98 X 5196—A Yd... 9<sup>1</sup>/<sub>2</sub><sup>c</sup>

Low Sale Prices  
For Mail Orders  
Only

**15<sup>c</sup>**  
A YARD

*Satellite*  
SATEEN

**LOW PRICES... LOWERED!**

..... here's proof of  
guaranteed savings

Reduced from ~~18<sup>c</sup>~~

- Full Standard Quality
- Lustrous Finish
- Width, 36 Inches

Priced so much lower than other equal grades because Sears sell so much of it—it's America's fastest selling sateen! Satellite is firm, soft, and smooth, with a sheen you usually find only at much higher prices. Buy it now, for months ahead—this saving certainly is worth while! **COLORS** listed below. State color. Shpg. wt., per yard, 5 oz.

98 X 5255—A Yard....

**15<sup>c</sup>**

**BARGAIN SATEEN**

- Width, 36 Inches

The BEST WEARING sateen obtainable at its price! Lustrous, sturdy. State color. Shpg. wt., per yard, 5 oz.

98 X 5260—A Yard....

**14<sup>c</sup>**

**COLORS**

American Beauty	Navy blue
Black	Nile green
Brown	Pink
Dark Apricot	Rose
Lilac	Spanish yellow
Medium blue	Tan
Medium gray	White

**12<sup>c</sup>** A YARD

Tinted Underwear  
**CHECKS**  
The Better Grade

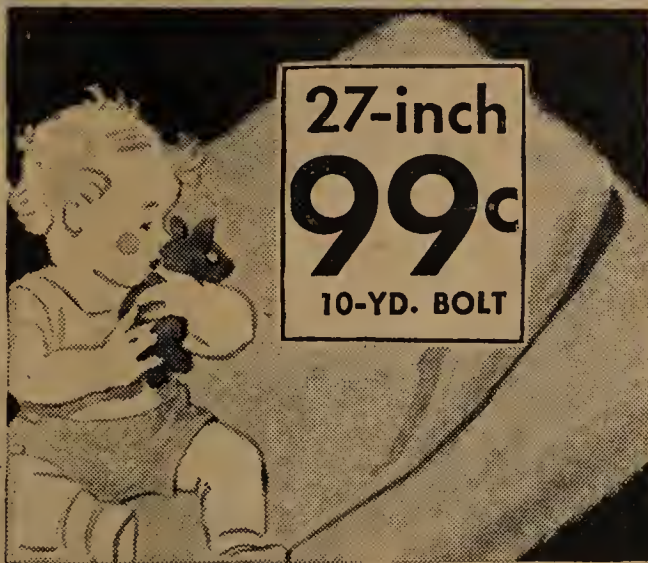
- 72x80 Threads to the Square Inch
- Width, Full 36 In.

More threads to the inch than most. Extra strong. Soft, fine texture, nice enough for curtains and frilly blouses.

98 X 5105

State color.  
Shpg. wt.,  
per yd., 5 oz.

**COLORS:**  
Bonnet Pink  
Lavender  
Peach  
White



27-inch

**99<sup>c</sup>**

10-YD. BOLT

**ROSEDOWN** DIAPER  
FLANNEL

- Pure Fluffy Cotton, Absorbent
- Fleeced Face, Plain Weave Back

Thickly fleeced, smooth and soft... a treat for baby's skin. Wears and WASHES well. Bleached snowy white. Specially reduced for this Sale. Put up in 10-Yard Bolts Only.

27 IN. 98 X 4860—Shpg. wt., 2 lbs. 2 oz. 10 Yds..... **99<sup>c</sup>**

30 IN. 98 X 4862—Shpg. wt., 2 lbs. 10 oz. 10 Yds.... **\$1.24**

33 IN. 98 X 4863—Shpg. wt., 2 lbs. 12 oz. 10 Yds.... **\$1.34**



# SHORT CUTS to Savings!

**FANCY  
WASH  
GOODS**

**SEARS  
SALE  
PRICE**

**10 YDS.  
\$1.39**

**For  
60 Days  
Only**

## No Length Less Than 3 Yards

—Washfast Colors

—Widths, 35 Inches or Wider

A grand assortment of cottons... a bundle that will surprise you with its value. All fine quality prints, among them, cotton tweeds, batistes, voiles, broadcloths. One bundle makes 3 dresses in regular sizes... think of the saving! Shipping weight, 1 lb. 12 oz.

**98 X 3993—10-Yard Bundle ..... \$1.39**

**10 YDS.**

**89c**

### Checks, "Plains" and Plaids

—Lengths 1½ Yards or More

—26 and 32-inch Widths

Spend a trifle and you'll save a lot! Right lengths for tots' rompers and dresses, your own aprons. Nothing but our own regular good qualities included. Shipping weight, 1 lb. 11 oz.

**98 X 4994**



**10 YDS.**

**75c**

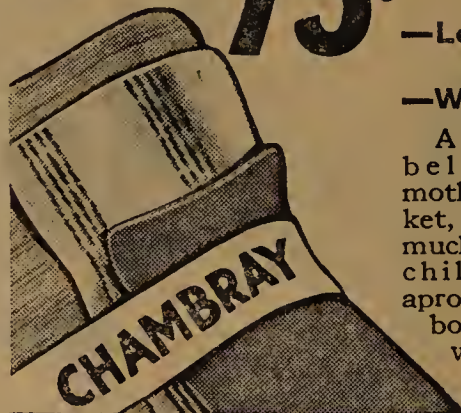
### Fancy Stripes Plain Colors

—Lengths, 1½ Yards or More

—Widths, 26 Inches

A chambray bundle belongs in every mothers' sewing basket, it can save so much money! For children's clothes, aprons, smocks and boys' blouses. Shpg. weight, 1 lb. 5 oz.

**98 X 4921**



**10 YDS.**

**\$1.19**

### Slip Lengths and Longer

—Lengths, 2½ Yards or More

—Widths, up to 36 in.

A BIG saving in every one of these bundles! All first quality sateens in practical lengths. Figure out how many slips, pajamas and bloomers you can make out of 10 yards.

Shpg. wt., 2 lbs. 1 oz.

**98 X 5995**



**10 YDS.**

**79c**

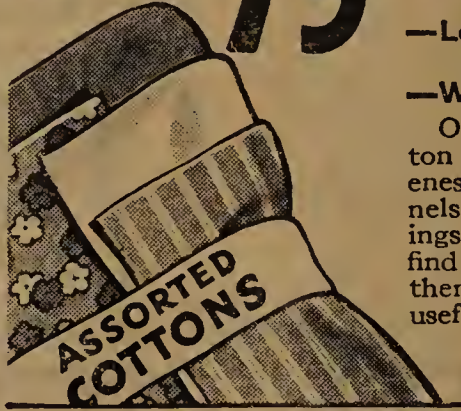
### Uses Galore for this Bundle!

—Lengths, ½ to 1½ Yards

—Widths up to 39 in.

Odd lots include cotton broadcloths, linens, linings, flannels, cretonnes, sheetings, and others. You'll find uses galore for them; all are good, useful lengths. Shipping weight, 2 lbs. 3 oz.

**98 X 3999**



**10 YDS.**

**99c**

### Soft Fleecy Qualities

—Lengths, 1½ Yards or More

—27 and 36-inch Widths

Warm, fluffy cotton flannels, remnants of the qualities we're selling right now at regular prices for nightwear and baby's things. Soft napped with firm texture. Shipping weight, 2 lbs. 1 oz.

**98 X 4996**



**10 YDS.**

**\$1.29**

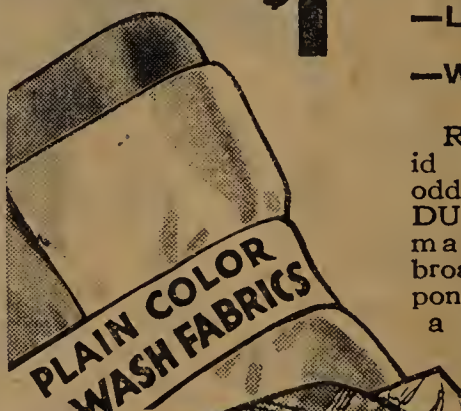
### First Quality Cottons

—Lengths, 1½ Yards or More

—Widths, up to 36 Inches

Remnants of our solid color cottons... odd lots MUCH REDUCED! Assortment may include some broadcloths, linens, pongettes... useful in a dozen ways! Shpg. weight, 2 lbs. 2 oz.

**98 X 5994**



**These Prices for  
Mail Orders Only**

**OUR  
BEST**

**SEARS  
SALE  
PRICE**

**10 YDS.  
\$1.59**

**For  
60 Days  
Only**

## Dress Lengths of FINER Cottons

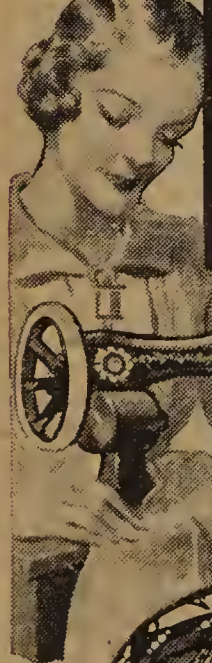
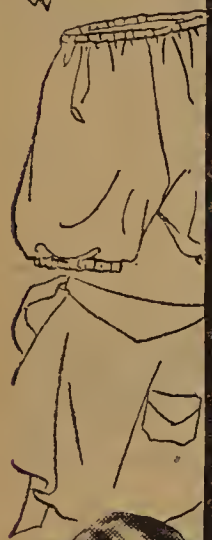
—Washfast Colors

—Widths, 35 Inches or Wider

Our very best cottons go into this bargain bundle! And enough of them for three dresses at least! Lengths are all 3 yards or more. The prints are pretty, remnants of the fashions that are best sellers. Fine, strong textured fabrics. Shipping weight, 2 lbs. 1 oz.

**98 X 3997—10-Yard bundle ..... \$1.59**

**10 KCMN SEARS, ROEBUCK**



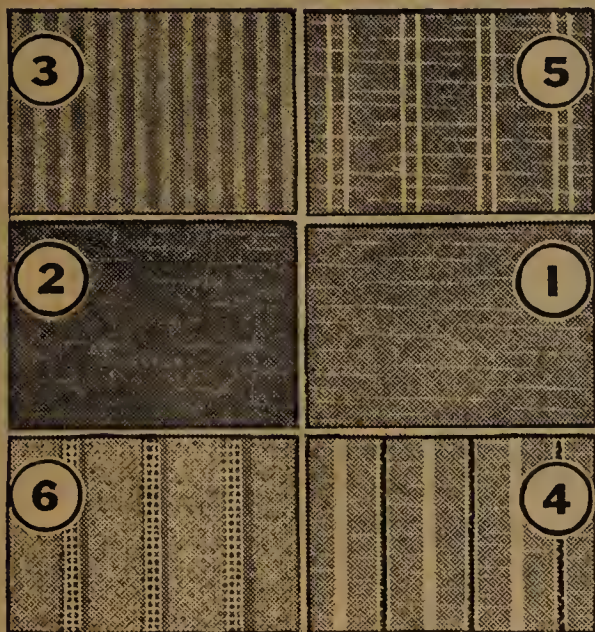




**9c**

Was ~~10c~~

A YARD

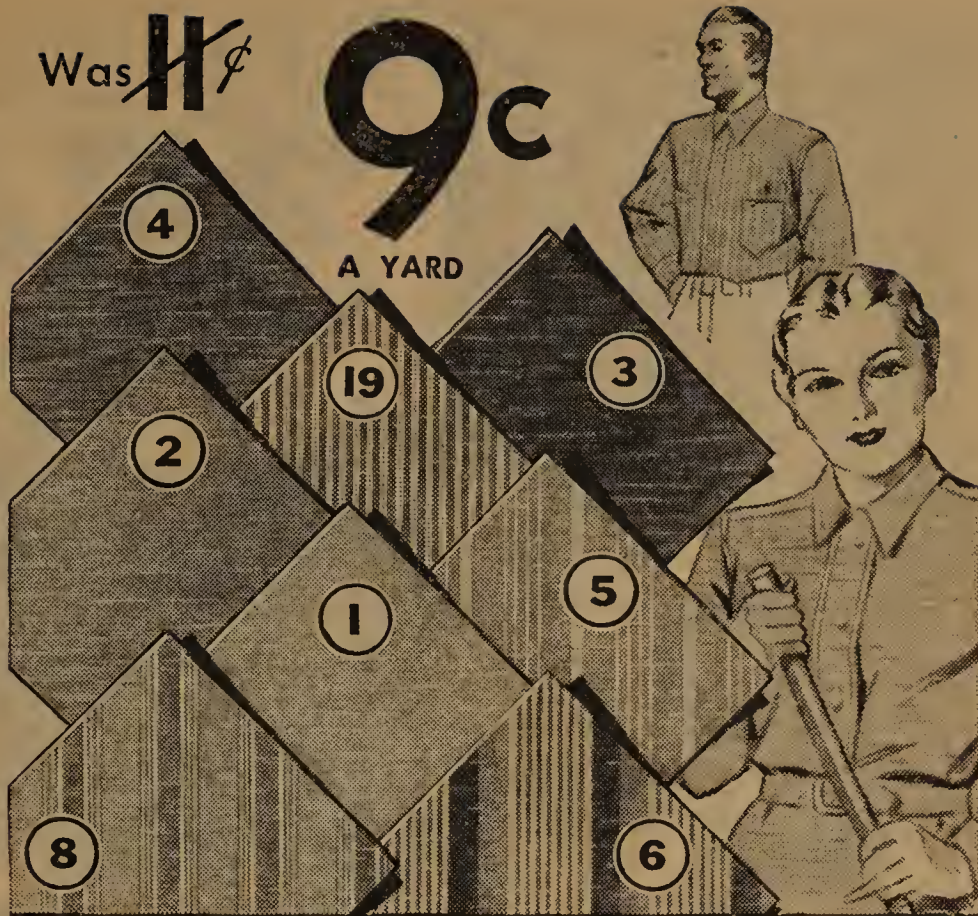


## Strongheart CHAMBRAY

- Neat Patterns and Plain Colors
- Medium Weight
- Width, 28 Inches

Time after time, Sears customers choose Strongheart. They test it in actual wear, and insist on it always! Buy now . . . at worth while savings! (1) Plain blue; (2) Plain gray; (3) Navy blue and white; (4) Blue stripe; (5) Gray stripe; (6) Brown heather stripe. State pattern number. Shpg. wt., per yard, 4 oz.

98 X 4383—Sale price. A Yard . . . . . **9c**



Was ~~11¢~~

**9c**

A YARD

## SERVWELL CHAMBRAY

- Woven Patterns and Plain Colors
- Serviceable, Dependable
- Clear, Fresh Colors
- Width, 36 Inches

"Thrift Cloth of a Nation"—a name well earned! Buy plenty at this miracle price! (1) Plain pink; (2) Plain light blue; (3) Plain gray; (4) Plain dark blue; (5) Pink with white; (6) Green and tangerine on white; (8) Blue fancy stripe; (19) Blue with white. State pattern number.

Shipping weight, per yard, 5 ounces.

98 X 4011—Sale Price. A Yard . . . . . **9c**

# 1,000,000 YARDS..We Cut Costs..Cut Profits

**16c**

A YARD

**17½c**

A YARD

**16c**

A YARD

All Prices  
for Mail  
Orders  
Only



### HEAVY 2:45 DENIM

—Width, 28 Inches

Firmly woven . . . the stocky, heavy white back denim that can't be beat for wear at its regular price—now REDUCED! 2.45 yards weigh 1 pound—proof of Sears QUALITY! Indigo blue only. Shpg. wt., yd., 9 oz.

98 X 4354—A Yd. **16c**

### EXTRA HEAVY 2:20 DENIM

—Width, 28 Inches

Woven from cotton. The preferred quality. Made extra heavy; stout, close-set texture, tough enough to take a lot of punishment. For work clothes. Indigo blue only. Shpg. wt., per yd., 10 oz.

98 X 4357—A Yd. **17½c**

### COTTON COVERT

—Width, 36 Inches

If you believe in looking your best all the time, you'll like Covert Cloth! Woven of selected cotton, close textured and strong. It wears well. COLORS: Blue, Gray or Tan. State color. Shipping weight, per yd., 7 oz.

98 X 4379—A Yd. **16c**



YARD WIDE

## Amoskeag CHAMBRAY

- Firm Heavy Grade
- Closely Woven
- Width, 36 Inches
- Smooth Surfaced

A chambray that stands abuse! It is STURDY, and will give every bit of service America has learned to expect from the famous Amoskeag name! Use it for men's shirts, women's dresses, rompers, and boys' blouses. DARK BLUE only. Shipping weight, per yd., 6 oz.

98 X 4389—A Yard . . . . . **15c**

SEARS, ROEBUCK AND CO. DCM **11**





**3 BOXES**  
**35c**  
 For Mail  
 Orders Only

## Sears Cut Prices On Sanitary Napkins

Were 39c

- Cellu-ettes—Regular size, Standard Quality napkins.
- Equal to Many Higher Priced Brands.

Made of Absorbent Cellulose (does not harden); Hospital Gauze covering. Form fitting Rounded Corners. Shipping weight, 1 lb. 14 oz.

**85 X 5066—3 boxes (36 napkins).....35c**

### MODESS

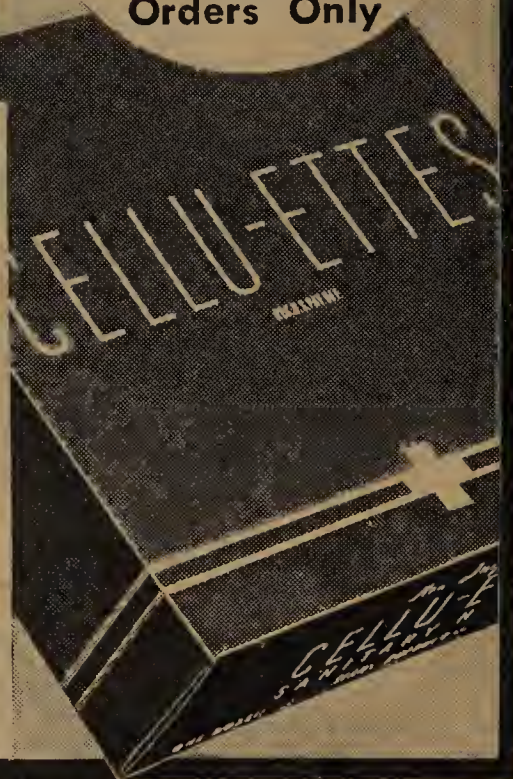
Safest of all because of non-absorbent backing. Shaped for comfort. Shipping weight, 3 lbs. 8 oz.

**85 X 5064—6 boxes (72 napkins).....89c**

### MODESS FIFTIES

Economy Package containing 50 pads Less than 1½c a pad! Shipping weight, 2 lbs. 2 oz.

**85 X 1565—50 napkins...55c**



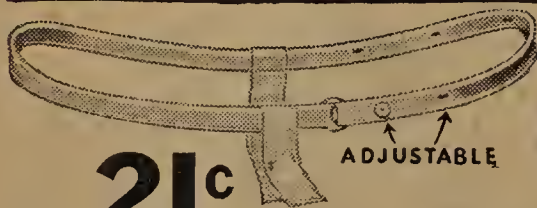
## Lightweight Girdle Special! Slenderizes

Smart side closing style, to keep young figures firm and smoothly curved. Good Quality brocaded rayon batiste, lightly boned. 9-inch front panel; 10¼ inch tailored back panel; 6-inch elastic sides. Tea Rose color only. Sizes: 26, 28, 30, 32, 34 inch waist.

State waist measure taken over dress. Shipping weight, 6 ounces.

**85 X 1574—Each.49c**

**SALE PRICE 49c**



**21c**

### Kleinert's "Nuvo"

Special low price on sanitary belt of knitted rayon meshed with pure gum rubber. Popular light weight, narrow width. Adjustable style that fits any figure. Flesh color. Shipping weight, 2 oz.

**85 X 5030—Each .. 21c**



### Best Seller

Two button style of 1½ inch rayon and cotton covered elastic. Rayon batiste pads and tabs. Flesh color. Small (23-in.) Medium (26-in.) large (30-in.) Extra large (34-in.) State size. Shipping weight, 3 oz.

**85 X 1580—Each .....19c**



## SEE THIS LOW PRICE 23c for Combined Waist and Hose Supporter

Extra savings on this comfortable style for kiddies. Designed to fit the body—all support carried from shoulders. Made of strong cotton tape with adjustable elastic pin-on hose supporters. Buttons for attaching outer garments. White only. Even sizes 2 to 12 years. State age-size. Shipping weight, 3 oz.

**85 X 1566—Each.....23c**

**12 C SEARS**



**144 Guarded Coil Pins 25c**

### In Pick-a-Pin Box

Rust-proof brass wire. Sizes as follows:

- 10 Gold plated size 00
- 10 Silver plated size 00
- 10 Black enamel size -0

### Nickel Plated

- 15 size 00 ~ 20 size 0
- 20 size 1 ~ 30 size 2
- 19 size 2½ 10 size 3

Shipping weight, 7 oz.

**85 X 1570**

Per Box.....25c



## A.C.E. Bobby Pins

**6c** A CARD  
 3 Dozen  
 on a Card

### Regular 10c Quality

Smooth finished bobby pins—no roughness either inside or out. Flexible spring steel

—Rounded ends. 36 straight, curved or invisible pins on a card. Black or Bronze color. State style and color. Shpg. wt., 1 card 3 oz., 3 cards 4 oz.

**85 X 1568—1 card..6c**  
**3 cards.....16c**



## Kurley Kew Kurlers

**6 FOR 23c**

Feather weight aluminum curlers, perforated to permit quick drying. For making massed curls and curling ends. Elastic band holds curls tightly in place. Lengths, 2½ inches or 3 inches. State length. Shipping weight, 2 oz.

**85 X 1940—Set of 6 Curlers.....23c**



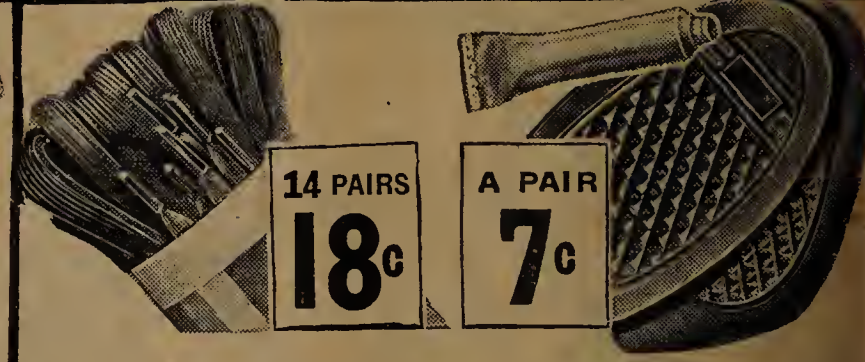
## Baldwin Marcellers

**6 FOR 37c**

### Savings Here, Too

Requires no heat. Soft, flexible perfumed rubber curlers that not only wave hair but curl ends. Length, about 4½ inches. Full directions for making lovely continuous waves around head. Shipping weight, 7 ounces.

**85 X 1936—Set of 6 Wavers.....37c**



## Assorted Shoe Laces

An assortment containing sizes, styles and colors to suit all members of the family. Strong durable cotton tubular laces, some mercerized, others glazed. For dress, school or work uses. Shpg. wt., 4 oz.

**85 X 9504 14 Pairs.....18c**

## Tough Rubber Stick-On Soles

No tacking or sewing. Waterproof, non-slip. Cement included. State shoe size. Shpg. wt., pr., 6 oz.; 3 pr. 14 oz.

**85 X 9835 — Men's Large sizes 10, 11 or 12.**

**85 X 9836—Men's Med. sizes, 6, 7, 8 or 9.**

**85 X 9837 — Women's and youth's sizes, 1 to 8. Per Pair.....7c**  
**3 pairs.....19c**

## Large Can Shoe Polish

**7c**

Easy to use. Gives a bright lasting shine. Lever opening can contains 3½ ounces. Shipping weight, 6 oz.

**85 X 9773—Black**

**85 X 9774—Brown**

**85 X 9775—Tan**

Per Can.....7c





SALE PRICE  
**6 BANDANAS**  
 17x18 IN.  
**21c**

# BANDANAS

4 Sizes — All Sale Priced

Price cuts even on these best sellers. Old reliable standard quality cotton bandanas; most practical of all 'kerchiefs for hard usage. Neatly hemmed. Fast color red or blue prints similar to illustrations. State color.

Catalog No.	Size Abt.	Shpg. Wt.	WAS 6 for	NOW 6 for
85 X 4524	17 x18 in.	5 oz.	26c	21c
85 X 4525	20 x20½ in.	7 oz.	42c	32c
85 X 4526	23½ x23 in.	9 oz.	52c	42c
85 X 4527	27 x27 in.	11 oz.	59c	50c

Price Cuts You'll Not Equal

**6 FOR 29c**

**6 FOR 25c**

**DON'T MISS ONE OF 'EM**



Women's  
**6 FOR 18c**

Men's  
**6 FOR 29c**

CELLOPHANE WRAPPED

## Surprisingly Low Prices for Men's—Women's 'Kerchiefs

Good quality woven colored cord, white cotton handkerchiefs. Attractive colored borders (similar to illustration). Shipping weight, Women's handkerchiefs, 3 oz., Men's 5 oz.

**85 X 4304—Women's Hemstitch—18c**  
 ed. Size about 10¼x10 in. 6 assorted.

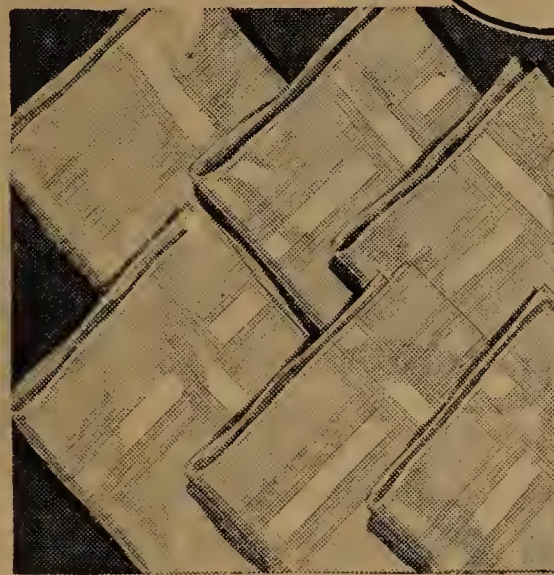
**85 X 4503—Men's Hemmed. Soft finish, 29c**  
 ready to use. Cellophane wrapped. Size about, 16½x16½ in. 6 assorted



## Men's Embroidered Initial Handkerchiefs

Good quality white cotton with colored initial. Size about 16¾x16½ in. Hemstitched. All initials except I, O, Q, U, V, X, Y and Z. Print initial wanted. Shipping weight, 5 oz.

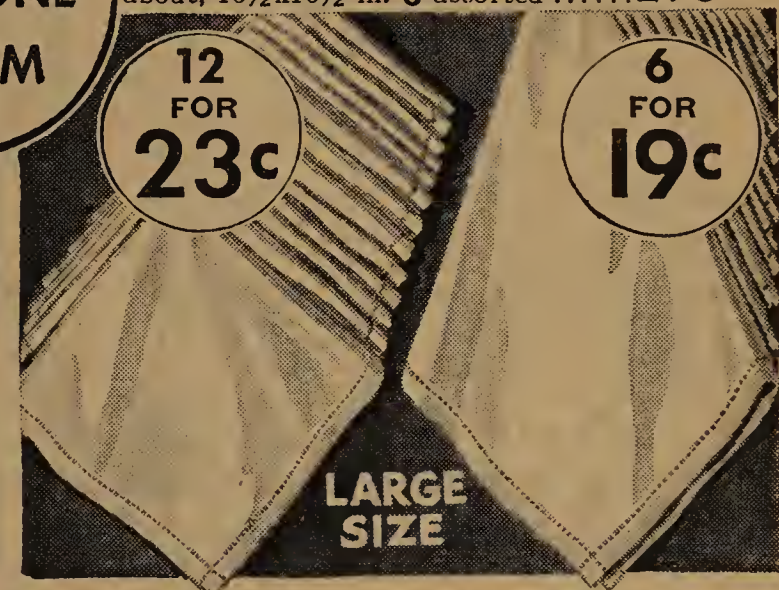
**85 X 4506—Package of 6 of one initial.....29c**



## Men's Satin Stripe Handkerchiefs

Good quality white cotton with assorted white satin striped borders, similar to illustration. Neat hemmed edges. Size about 16¾x16½ inches. Shipping weight, 6 oz.

**85 X 4504—6 Assorted.....25c**



12 FOR  
**23c**

6 FOR  
**19c**

**LARGE SIZE**

## Men's or Women's White Cotton Hemstitched Handkerchiefs

'Til February 28th, a big special selling of the practical handkerchiefs most everyone wants for general use. Firmly woven quality—stands lots of laundering. Hemstitched. Shipping weight, Women's, 5 oz., Men's, 5 oz.

**85 X 4300—Women's Size, about 11x11 in. 23c**  
 12 for.....

**85 X 4500—Men's Size, about 17x17 in. 19c**  
 6 for.....

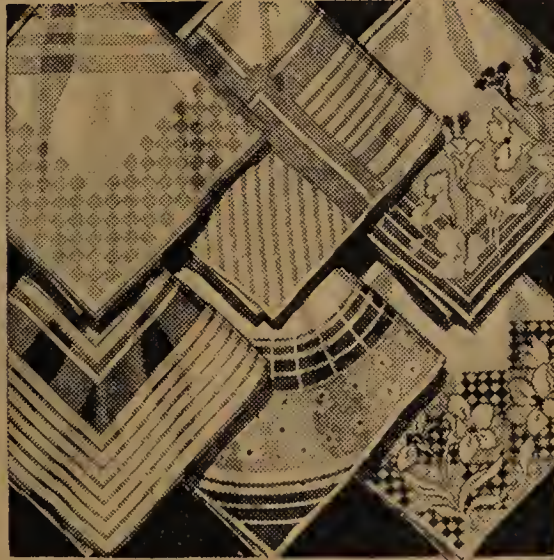
**TWO MORE TYPICAL SEARS VALUES**  
**6 FOR 22c**      **6 FOR 19c**



## Boys' Handkerchiefs

White cotton with fancy colored woven borders. Will wash well. Assorted patterns similar to illustration. Hemmed. Size about 14x14 inches. Shipping weight, 4 oz.

**85 X 4590—6 Assorted...22c**



## Women's 'Kerchiefs

Bright colorful prints (similar to illustration), on good quality white cotton lawn. Neatly hemmed. Large size, about 10¾x10¾ inches. Shipping weight, 3 ounces.

**85 X 4314—6 Assorted...19c**



These Low Sale Prices for Mail Orders Only

**89c**

## COLORFUL COTTON CREPE

Usually \$1.00—a better made, nicer robe than you'd expect for such a low price. Fits average figures. The contrasting, colorful printed floral design gives it a youthfully gay air—material is a good quality cotton crepe in rose or copenhagen blue. State color. Shipping weight, 13 oz.

**85 X 1583—Each.89c**



These Low  
Prices for  
MAIL OR-  
DERS  
ONLY

**19c**  
A YARD  
Was ~~24c~~

# NON-CLING

The Lingerie Fabric that  
"Slips like Silk"

- WASHFAST, BOILFAST
- Combed Cotton, Fully Mercerized
- Special Smooth Finish
- Width, 36 Inches

A perfect foundation for any dress; silk, wool, or cotton! Silk-like, bulkless, slim-hanging cotton slip fabric, smoother and richer by far than others at anything like this price. Prevents "creeping." It has a lovely luster you'll like for all your undies and pajamas, too.

**COLORS:** Bonnet pink Navy blue  
Alice blue Honeydew Nile green  
Baby blue Lavender Rose  
Black Light tan White  
State color. Shpg. wt., per yd., 4 oz.  
98 X 5218—A Yard.....19c



WAS ~~13 1/2c~~  
**11 1/2c**  
A YARD  
Washfast—Boilfast  
**Percale**

You Pay Less for  
Good Percale at Sears

- Standard Quality
- Width, 36 Inches

Firmly woven, strong quality... a percale you can count on for WEAR. Ideal for trimming. Rich colors stay bright!

**COLORS:** Apple green Orange  
Brittany blue Rose  
Lilac Scarlet  
Medium blue Tan  
Navy blue White  
Yellow

State color. Shpg. wt., yd., 5 oz.  
98 X 3240—A Yard...11 1/2c

## YOU SAVE MORE in a SEARS SALE

**LOOK! 15c**  
A YARD  
Was ~~18c~~

**PEPPERELL**  
COTTON BROADCLOTH

- Clear, Bright Colors;
- WASHFAST, BOILFAST
- Smooth Strong Texture
- Width, 36 Inches

A superior broadcloth, with a famous name behind it! A name that earned its reputation by extra quality and wear in every yard! Sears underprice it and make it a big Sale Special! Don't miss it! Buy enough for Spring sewing.

**COLORS:** Leghorn yellow Orchid  
Light blue Peach  
Coral rose Light tan Pink  
Jade green Queen blue White  
State color. Shpg. wt., per yd., 5 oz.  
98 X 5116—A Yard.....15c

**18c**  
A YARD

**COTTON**  
**PIQUE**

LOW in Price HIGH in Fashion

- WASHFAST, BOILFAST
- Wanted Shades
- Medium Wale
- Width, 36 Inches

Advance Fashion News: PIQUE AGAIN! For anything and everything... coats and dresses, suits, neckwear, and accessories. For children's clothes, too, because it does wear so well. Always comes out of the tub looking fresh and new again! Tailors and pleats beautifully.

**COLORS:** Maize Pink  
Light blue Medium blue Rose  
Light green Peach White  
State color. Shpg. wt., per yd., 5 oz.  
98 X 5160—A Yard.....18c

Sale  
Closes  
Feb. 28,  
1935





## 18<sup>c</sup> A YD. Printed Cotton TWEED

- Serviceable, Medium Weight
- Rich Colorings
- Width, 35 Inches

See how smart cold-weather cottons can be! The tweed-like appearance of these brand new prints makes them perfect for street dresses. Wear them now under coats, and later on, in the early spring. Deep-toned plaids and shepherd checks—all good looking! State pattern number. Shipping weight, per yard, 5 oz.

98 X 3342—A Yard . . . 18c

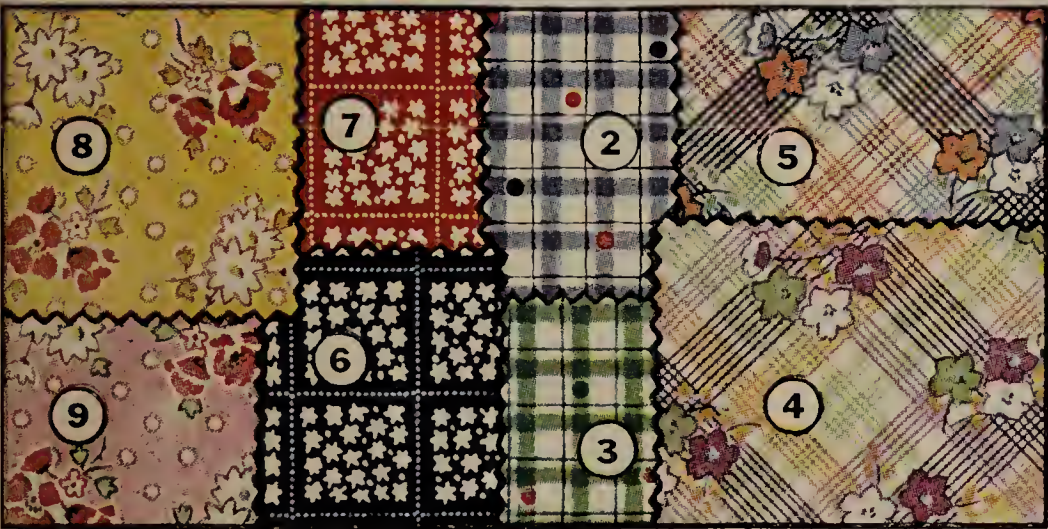


## 19<sup>c</sup> A YD. Par-tee Cotton BROADCLOTH

- Washfast, Boilfast Colors
- Lustrous Finish
- Width, 36 Inches

Only the material in the more expensive dresses can compare with Par-tee for broadcloth quality! Par-tee prints have great distinction; styles that set the pace. It makes up prettily . . . and easily; its extra firmness makes sewing so simple! State pattern number. Shipping weight, per yard, 5 oz.

98 X 3344—A Yard . . . 19c



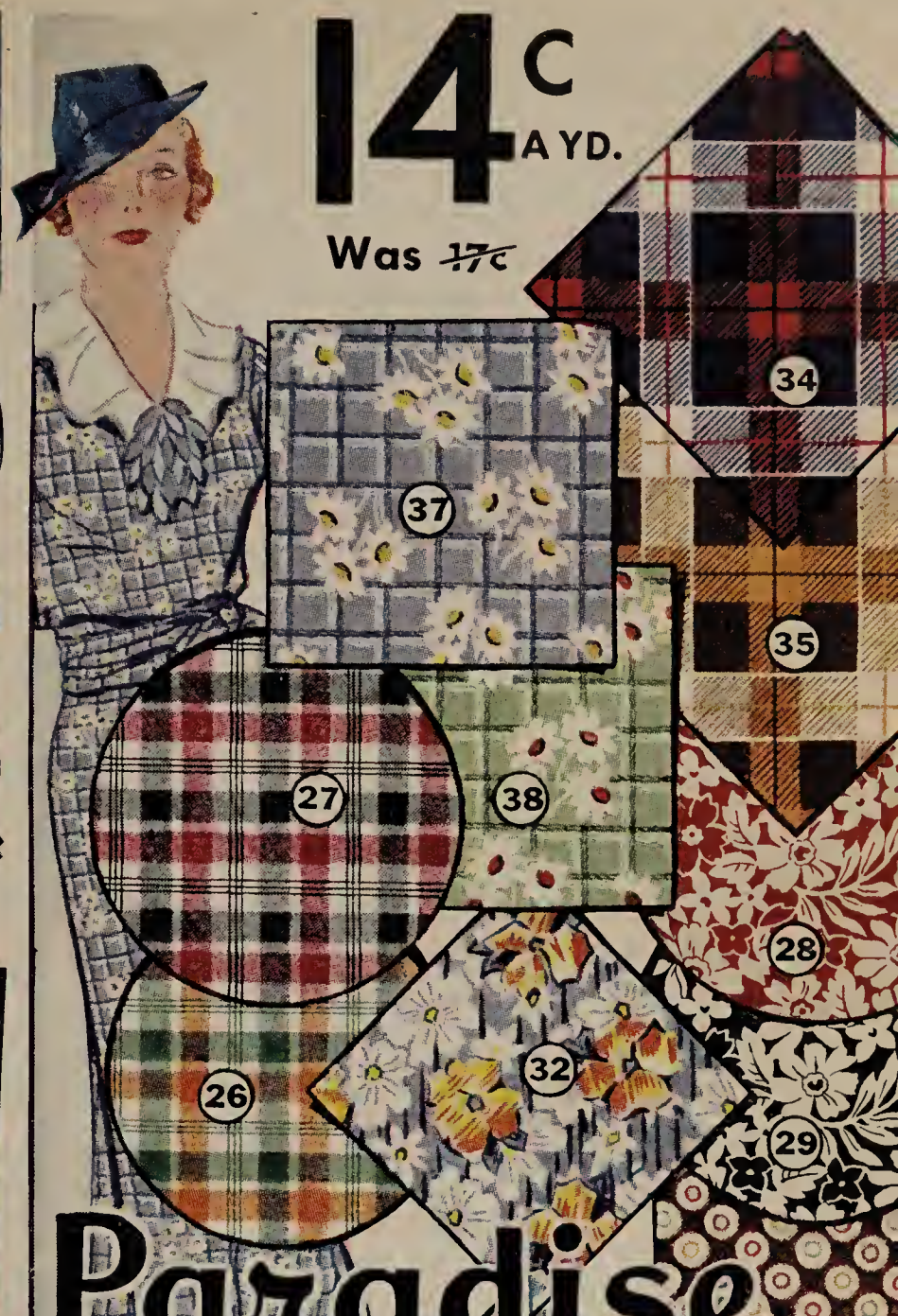
## 13<sup>1</sup>/<sub>2</sub> <sup>c</sup> A YD. BARGAIN 36 INCH BATISTE A Kiddies Dress for 25¢ or Less

- Washfast, Boilfast Colors
- Crisp Finish Cotton

Your own dress for practically a song! This batiste certainly does cut the cost of looking pretty! It's crisp and firmly woven . . . will keep its

freshness through many launderings. Stunning patterns; lovely colors. The best batiste "buy" we've seen! State pattern number. Shpg. wt., per yd., 3 oz.

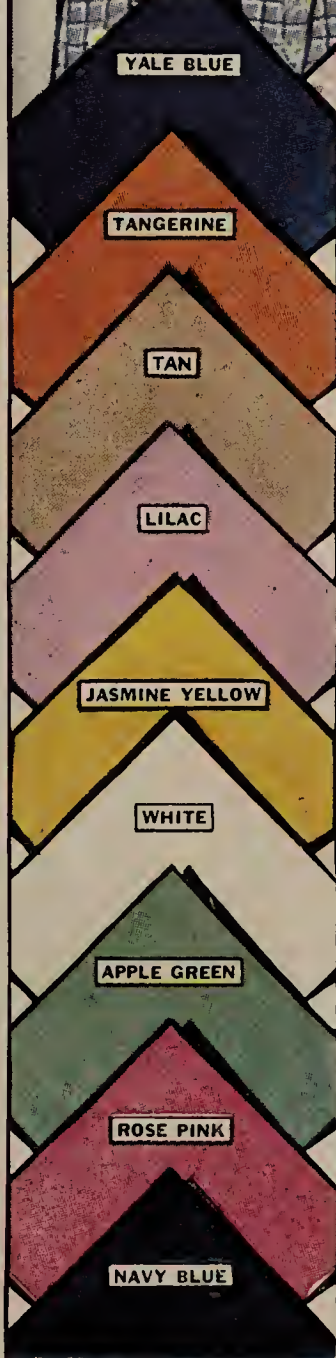
98 X 3318—A Yd.. 13<sup>1</sup>/<sub>2</sub>c



14<sup>c</sup> A YD.

Was 17c

## Paradise PRINTS and SOLID COLORS



### LOWEST PRICE, we're sure, IN ALL AMERICA

- "80-Square" Weave
- Washfast, Boilfast
- Width, 36 Inches

One look—and you'll want to wear cotton for everything, all the time! These 1935 Paradise styles alone could make a stunning wardrobe; the plaids for sports things, the novelty checks and circlets for shirtwaist frocks, the florals beruffled, the solid colors simply cut for afternoon dresses. Firm, fine texture. Shpg. wt., per yard, 5 ounces.

#### PRINTS

State pattern.

98 X 3355 A Yard . . . . . 14c

#### PLAIN COLORS

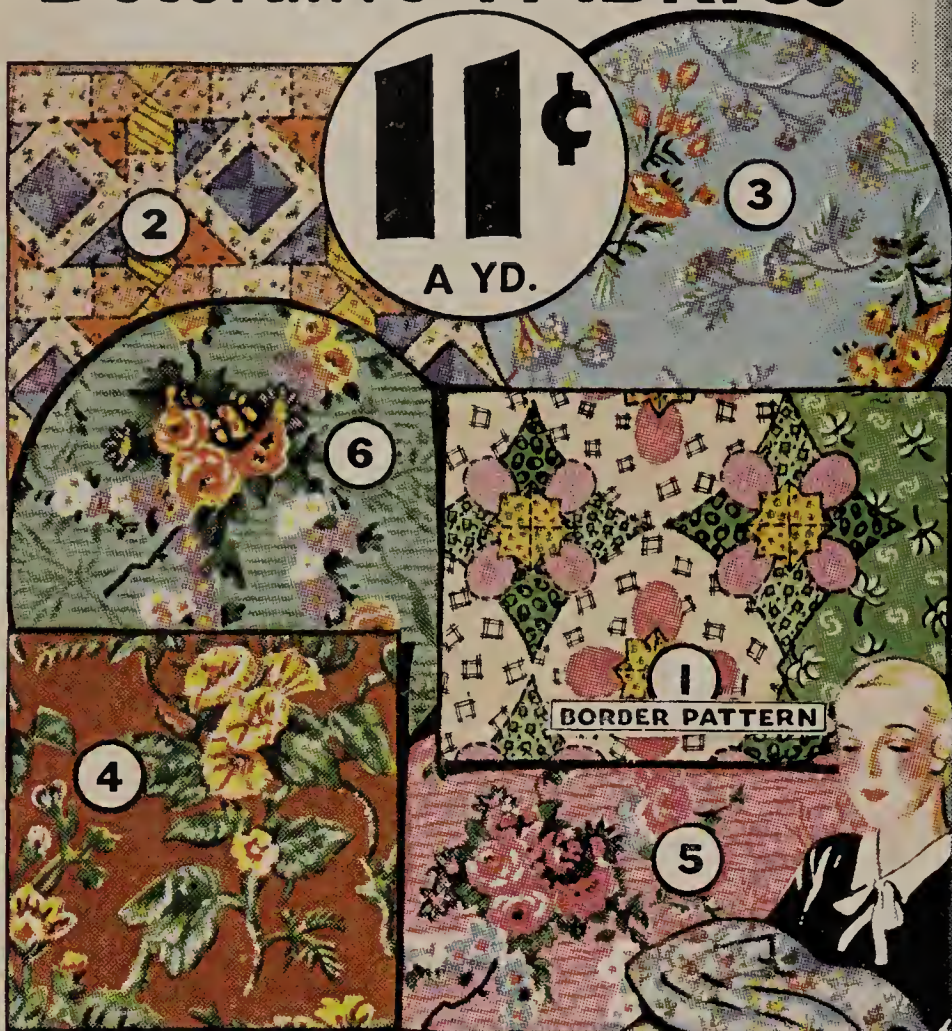
State color.

98 X 5155 A Yard . . . . . 14c

SEARS KCMNBP 15



# COMFORTER and Decorative FABRICS



**11¢**  
A YD.

## FINE COTTON CHALLIS

—New 1935 Designs —Width, 36 Inches

Sale priced—such a joyous lot of springlike patterns, you'll find them delightful for freshening up quilts, comforters, as well as making new ones! Just a short time to take advantage of this offer—don't delay. State pattern number. Shipping weight, per yard, 5 oz.

97 X 2041—A Yard..... **11c**



**13¢**  
A YD.

## SPECIAL SALE CRETONNE

—Unusually Lovely New Patterns

—Width, 36 Inches

Quality always in demand—now in stunning new patterns and sale priced besides! Cheery ensemble effects possible at very little cost if you use it for comforter coverings, slip cover sets, window draperies and cushions to match. Pattern number five is in the new deep rust shade decorators are using throughout modern homes. State pattern number. Shipping weight, per yard, 5 oz.

97 X 2045—A Yard..... **13c**

**16** C SEARS, ROEBUCK AND CO.

PRICES  
AS LOW  
AS . . . .

**18¢**  
A YD.

46-INCH  
WAS  
~~23¢~~

## OILCLOTH SALE

12 Lovely  
Patterns  
2 Practical  
Widths



Any pattern in  
choice of either  
width.

Well Coated  
Serviceable  
Quality.

We secured especially for this sale the grandest lot of new oilcloth patterns you'd ever hope to see at such low prices. Quality is the excellent wearing kind thrifty women choose for table covers. Colors are clear and bright. Simply wiping with a damp cloth restores them to their original freshness.

46-Inch Width

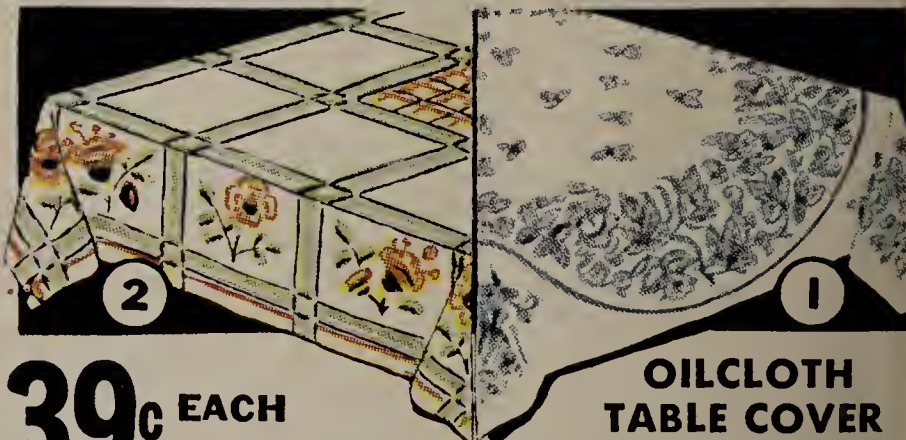
State pattern number. Shpg.  
wt., per yd., 1 lb. 2 oz.

97 X 2155—A Yard. **18c**

54-Inch Width

State pattern number. Shpg.  
wt., per yd., 1 lb. 6 oz.

97 X 2163—A Yard. **23c**



**39¢** EACH  
WAS  
~~50¢~~

## OILCLOTH TABLE COVER

Low priced—extra long wearing—our regular high quality 54x54-inch table covers now on sale. Each pattern offered in choice of two color combinations. Pattern 1 comes in Blue or Green on white; Pattern 2 comes in Green squares on white or Blue squares on ivory. State pattern number and color.

97 X 2136—Shipping weight, each, 1 lb. 14 oz.





**2 For 59¢**  
Was ~~66¢~~

## BIG 3-Lb. COTTON BATTS

- Good Grade Cotton Linter
- Soft Cream Color (Unbleached)
- Double Bed Size, About 72x90 Inches

Sears have always been famous for fine batting bargains, but just SEE the savings offered here! We don't believe you'd find better value anywhere! Two full size rolls made from fresh, new cotton linters . . . on sale at this special reduced price 'til February 28th. When choosing coverings, don't overlook the beautiful styles and the big savings offered on Comforter materials shown on opposite page. Shpg. wt., for two, 6 pounds 13 ounces.

97 X 2610—Two 3-lb. Rolls.....59c

MATTRESS COVER

**69¢**

Was ~~89¢~~

### Costs Less than if You Made It !

- Our Famous "Economy" Quality
- Fits 54-Inch Mattress
- Closes with Tape Ties
- Allowance Made for Shrinkage

Amazing to find a real box shaped unbleached cover with firmly stitched, set-in sides offered at as low a price as this! On sale at this special saving only 'til February 28th.

97 X 2401—Shpg. wt., each, 1 lb. 10 oz. EACH.....69c

## COMFORTER CLOTH

Worth ~~10c~~ of Anybody's Money

—Width, 36 Inches  
Bargain price on choice patterns similar to illustrations. Colors: Blue or Green with harmonizing colors; also Red and Green with border pattern. State color. Shpg. wt., per yd., 5 oz.  
97 X 2044  
A Yard.....10c



Don't Miss

This  
Quilt  
Patch  
Sale

**19¢**

A Package

—14-Ounce Package; Mostly Prints, A Few Plain Colors

A reduced price on fresh, new cottons. Pieces vary in size and shape, enabling you to work out a fascinating variety of designs. Most popular assortment we know of. Shpg. wt., per pkg., 1 lb. 1 oz.

97 X 2740—A Package.....19c

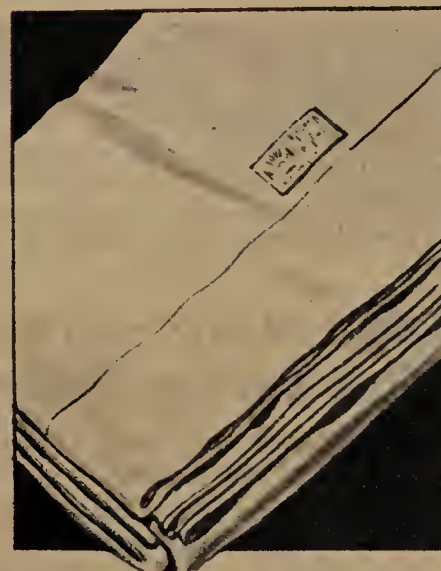
## HERE'S A BUY!

Was

~~69¢~~

**56¢**

81 x 90-Inch  
**SHEETS**  
Possible Only  
In a Sears Sale!



- SEAMLESS
- BLEACHED
- HEMMED

*Buy  
Plenty*

A drastic reduction in price aimed to get new customers and save a lot of money for our regular customers. Sheets that will prove useful in tourist camps, homes . . . any place where a big supply is needed.

97 X 1702—Double bed size, 81x90 inches. Shpg. wt., ca., 1 lb. 4 oz. Each....56c

SEARS, ROEBUCK AND CO. c 17



*A Challenge  
and we mean it*

1-lb. Roll  
**38¢**  
Was 44¢

2½-lb. Roll  
**45¢**

The Value  
of All  
Values

Was 54¢

## STITCHED COTTON

—Fresh, New Cotton, STITCHED  
Lengthwise About Every 5-Inches  
made specially for Sears—priced here  
at extra savings. Fresh, clean cotton.  
Full size rolls (about 72x90 inches) which  
make large, double bed size comforters.  
Extra springy, because natural cotton.

2½ Lb. Roll 97 X 2624 Shpg. wt., ea., 2 lbs. 13 oz. **45c**  
EACH.....

3 Lb. Roll 97 X 2625 Shpg. wt., ea., 3 lbs. 5 oz. **49c**  
EACH.....

Look What  
*Sears*  
Have Done  
to

**BATT  
PRICES**

for Our  
Big  
60-Day Sale

## CHEESECLOTH COVERED Challenge Batt

Same good quality, but  
covered with firm grade  
cheesecloth, tufted at in-  
tervals for easy handling.

97 X 2628  
Shipping  
weight each, 3 lbs. 6 oz. **\$1.15**  
3 Lb. Roll EACH.....

## CHINA COTTON Quilters' Delight A Sears Value

—Two Sizes; Two Weights.  
—Exceptionally Fine Quality.  
Just look at Sears low prices! And re-  
member this is the quality recommended  
for finest comforters and quilts. China  
cotton, famous for springiness—reaches  
you fresh and clean because put up in  
sanitary sealed packages.

Size, 72x90 Inches  
1 Lb. Roll 97 X 2616 **38c**  
Shipping weight, each, 1 lb. 4 oz. EACH

Size, 84x100 Inches  
For those who wish the size necessary  
for large quilts.  
1½ Lb. Roll 97 X 2619 **58c**  
Shipping weight, each, 1 lb. 14 oz. EACH

and, here's  
a give away  
price for the  
covering

Was 26¢

**19¢**  
A YARD



## SATEEN A Real Sale Value!

—Made with Soft, Satiny Finish Expressly  
for Comforters.

—Highly Mercerized. —Width, 36 Inches

Just when winter things need freshening  
comes this bargain-special selling of sateen.  
Sunfast, washfast, boilfast colors—lovely as  
you could wish for comforter coverings, quilt  
linings, window draperies, cushions, slip covers.  
Such extra value, you can't afford to miss this  
Sale. Colors shown. State color. Shipping  
weight, per yard, 5 oz.

97 X 2047—A Yard.....19c

## ALL WOOL Greater Warmth Greater Savings

### Sleep Warm—At Small Cost With Comforters Made From Wool

—Full Comforter Size, Opens to  
About 72x84 Inches.

—Dependable Quality, Natural  
Color Lamb's Wool.

Not at all the usual kind of batts  
you might expect to get at this price.  
A good dependable quality, just as  
warm as the best wool batts made, but  
a trifle darker in color. Soft, fluffy,  
with a springiness that doesn't mat  
down—a Sears Sale value you'll want  
to show your friends. Shpg. wt., each,  
2 lbs. 4 oz.

97 X 2670—EACH.....

TODAY'S  
VALUE  
**\$1.39**

**\$1.09**  
2-lb.  
ROLL





**New Clean 4 lb. Bundle Rags**

**89¢**

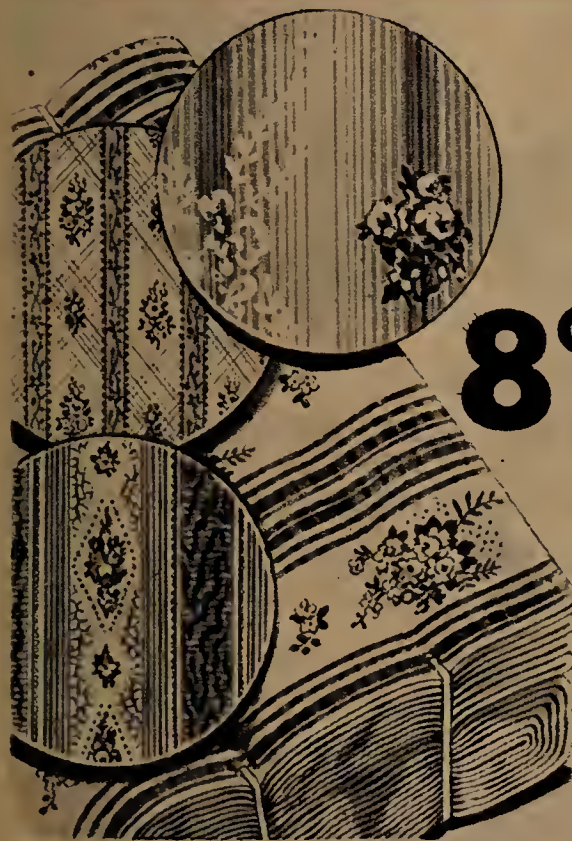
All Prices for Mail Orders Only

## WE CAN'T GET 'EM FAST ENOUGH

- Each Piece a Full Width of Goods, From Selvage to Selvage
- None Less Than 5 Inches Long

Another low price! Another sell-out expected here! On big, 4-pound rag bundles that contain all the handy pieces busy housewives need. Assortments include prints, plain colors and woven cottons—no sewed together pieces among them. For making rag rugs, quilts or patching clothes. Shpg. wt., 4 lbs. 3 oz.

97 X 2749—4-Pound Rag Bundle.....89c



**27¢**

A YARD

## 8 OZ. PRINTED ART TICKING

- Width, 32 Inches
- Assorted Patterns

The good weight, better quality you're accustomed to seeing at higher prices. Patterns similar to illustration. Colors: Green grounds; White grounds; Blue stripe; or Tan with green stripe. State color. Shipping weight, per yard, 9 oz.

97 X 1235—A Yd. 27c

## OUR BEST IN QUALITY — IN VALUE

### QUILTED MATTRESS PAD

- Standard Quality White Muslin
- Cover filled with Fluffy Cotton
- Close Fine Quilting
- Tape Bound Edges

Two popular sizes—Sears famous Restwell quality—now on Sale.

39x76 97 X 2410—For twin or single bed. Shipping weight, 3 lbs. 7 oz. Each.. \$1.15

54x76 97 X 2412—For double bed. Shipping weight, 4 lbs. 5 oz. Each..... \$1.42

## SALE SALE

**31¢** A YARD

### OUR BEST AND AMERICA'S BEST HEAVY TICKING

- Extra Strong, Featherproof
- Herringbone Weave
- Width, 32 Inches

Get in on these savings, now, while sale is on! Your big opportunity to buy Tiger Rose, the firm quality, heavy ticking used for best grade mattresses and pillows at a low price. Staple blue and white stripe. Shpg. wt., per yd., 10 oz. 97 X 1226—A Yard.....31c



## 32-INCH WIDTH

**18¢** YD.

8 Ounce

## Tried and True TICKING

*Famous Quality*

GOVERNMENT APPROVED SALE PRICED by *Sears*

- Width, 32 Inches
- Strong, Serviceable Quality
- Washfast Blue and White Stripes

Nice, isn't it, to find this prime favorite for mattress and pillow coverings priced so low? Tried and True is a better than usual 8-ounce ticking because it conforms with the strict requirements of U. S. Government Specification No. CCC-T-351. Shipping weight, per yard, 9 ounces.

97 X 1223—A Yard ..... 18c

### 36-Inch Tried and True

Savings here, too. Same good Quality Tried and True ticking but in the wider width. 9-ounce weight. Shipping weight, per yard, 11 ounces.

97 X 1228—A Yard.....

**24¢**



# 25¢

A YARD

81-INCH

UNBLEACHED

# Launderrite

## WIDE SHEETING ON SALE

- Full Standard Quality
- 64 x 64 Thread Count
- Practically Pure Finish
- Strong Selvages
- Every Order Hand Torn

NEWS OF FIRST IMPORTANCE  
... Sears greatest sale of Launderrite—the nation's favorite sheeting! Most of our customers are acquainted with this famous brand, but we want every woman in America to know its fine qualities. If you're one of the few who don't know Launderrite, write for a FREE SAMPLE, today. Or, better still, order Launderrite... examine it carefully... try it. If you don't say it's the greatest value you've ever seen for the money, we'll return every penny you've paid.

### BLEACHED WHITE

Width Inches	Known as	Used For	A YD.
63	7/4	97 X 1030—Extra single or twin bed. Shpg. weight, per yard, 9 oz.	24c
72	8/4	97 X 1032—Three quarter or twin bed. Shpg. weight, per yard, 10 oz.	27c
81	9/4	97 X 1034—Double bed. Shipping weight, per yard, 12 oz.	28c
90	10/4	97 X 1036—Full double bed. Shipping weight, per yard, 13 oz.	32c

### UNBLEACHED (Natural Cream Color)

63	7/4	97 X 1029—Extra single or twin bed. Shpg. weight, per yard, 10 oz.	22c
72	8/4	97 X 1031—Three quarter or twin bed. Shpg. weight, per yard, 11 oz.	24c
81	9/4	97 X 1033—Double bed. Shipping weight, per yard, 11 oz.	25c
90	10/4	97 X 1035—Full double bed. Shipping weight, per yard, 13 oz.	29c

20 CPB SEARS, ROEBUCK AND CO.

Launderrite  
STANDARD SERVICE

VERMONT PERMANENT WASH  
LUMBER, 211000, 100000  
100 1000 (10000, 10000)  
400 000000 000 10000

• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING  
• DRYING AND IRONING

These Prices Good  
Until February 28th  
For Mail Orders Only!

42-INCH

# 17¢

A YARD

## Launderrite

### PILLOWCASE SHEETING

#### Just See These Reductions

Same good quality as used for Launderrite Sheets and Sheetings. Remember, it's woven flat and NOT to be confused with pillow tubing shown on opposite page. Bleached white.

42 97 X 1024 Shpg. wt., per 17c | 45 97 X 1026 Shpg. wt., per 19c  
Inch yd., 7 oz. A Yd. Inch yd., 8 oz. A Yd.

## RUBBER SHEETING

### The Heavier Grade at Cut Prices!

Our Superior Quality with two thick coatings of cured rubber over a full standard grade, bleached muslin sheeting. Edges won't fray—no need for hemming. Completely waterproof—long wearing. Amazingly underpriced. Colors: White or Maroon. State color.

36 Inch	97 X 2170 Shipping weight, per yard, 13 oz. A Yard	35c
45 Inch	97 X 2171 Shipping weight, per yard, 1 lb. 1 oz. A Yard	52c
54 Inch	97 X 2172 Shipping weight, per yard, 1 lb. 3 oz. A Yard	62c

36-INCH

# 35¢

A YARD



Less  
Than

**23¢** A  
YD.

81-Inch Unbleached  
**WONDER  
VALUE**  
**WIDE SHEETING**  
Every Width Reduced

- Made from Clean, Sturdy Cottons
- Good, Medium Quality

Budgeteers, don't miss this Sale! Take advantage of these special reduced prices to make up sheets at savings! While not as heavy as Launderite, Wonder Value is a good, sturdy sheeting which will give a full money's worth of wear. Every order hand torn for straight hems.

Width, Inches	Known As	UNBLEACHED (Natural Cream Color) Used for	5 YARDS
72	8/4	97 X 1513—Three-quarter or twin bed. Shpg. wt., 5 yds., 2 lbs. 8 oz. ....	\$1.05
81	9/4	97 X 1515—Double bed. Shpg. wt., 5 yards, 2 lbs. 12 oz. ..	1.14
<b>BLEACHED WHITE</b>			
72	8/4	97 X 1514—Three-quarter or twin bed. Shpg. wt., 5 yds., 2 lbs. 9 oz. ....	\$1.15
81	9/4	97 X 1516—Double bed. Shpg. wt., 5 yards, 2 lbs. 15 oz. ..	1.29



**34¢**  
A YARD

To Encourage  
Quality Buying  
We've Cut Every  
Price for  
**60 Days**

81-INCH UNBLEACHED

*Lady Fair*  
**Our Finest  
WIDE SHEETING**

Golden opportunity to have sheets of extra quality ... that are finer, longer wearing ... at special Sears savings! Lady Fair's a 68x72 thread count sheeting—woven from exceptionally strong, long fiber cotton. Practically pure finish. Sturdy tape selvages. Hand torn to insure your having straight hems. Truly a wonderful cloth.

Width Inches	Known As	BLEACHED WHITE Used for	A YARD
63	7/4	97 X 1042—Extra single or twin bed. Shpg. wt., per yd., 11 oz.	32c
72	8/4	97 X 1044—Three-quarter or twin bed. Shpg. wt., per yd., 12 oz.	34c
81	9/4	97 X 1046—Double bed. Shpg. wt., per yard, 13 oz. ....	36c
90	10/4	97 X 1048—Full Double Bed. Shpg. wt., per yard, 14 oz. ....	40c

UNBLEACHED (Natural Cream Color)

72	8/4	97 X 1043—Three-quarter or twin bed. Shpg. wt., per yard, 13 oz. ....	32c
81	9/4	97 X 1045—Double bed. Shpg. wt., per yard, 14 oz. ....	34c
90	10/4	97 X 1047—Full Double Bed. Shpg. wt., per yard, 1 lb. ....	37c

**PEPPERELL  
PILLOW TUBING**  
**Sale Priced**

- Bleached Pure White
- Woven Tubular

Known wherever Pepperell quality is sold—but not at such special savings as Sears offer. Woven from selected strong cotton yarns into a smooth, long wearing fabric. Washes beautifully.

36 Inch	97 X 1460 Shpg. wt., per yd., 6 oz. A Yard.....	17c
40 Inch	97 X 1461 Shpg. wt., per yd., 6 oz. A Yard.....	18c
42 Inch	97 X 1462 Shpg. wt., per yd., 7 oz. A Yard.....	19c
45 Inch	97 X 1463 Shpg. wt., per yd., 7 oz. A Yard.....	20c

36-inch  
**17¢**  
A YARD

**LADY PEPPERELL  
PILLOW TUBING**  
**A Quality Bargain!**

—68x72 Thread Count —Extra Fine  
Bleached snowy white—smoothly, beautifully woven—you'll want this better grade tubing for "best" pillowcases. Sears prices are always lowest.

36 Inch	97 X 1465 Shpg. wt., per yd., 7 oz. A Yard..	21c	42 Inch	97 X 1467 Shpg. wt., per yd., 8 oz. A Yard..	24c
40 Inch	97 X 1466 Shpg. wt., per yd., 7 oz. A Yard..	23c	45 Inch	97 X 1468 Shpg. wt., per yd., 8 oz. A Yard..	25c

36-inch  
**21¢**  
A YARD



Less Than

**10¢**  
A YD.

**10 Yd BOLT**  
Was ~~\$1.15~~ Now **98¢**

## ALL EYES ON THESE LOW PRICES

### MOST Popular of the "Wide" Widths—on Sale

- Weights 4 Ounces to the Yard
- Natural Cream Color (Unbleached)
- Medium Grade; Has Nice, Soft Feel
- Width, 40 Inches

Price slashed to a new rock-bottom low! Makes this popular sheeting one of the key values in our sale! Firmly woven—wide width—sturdy cotton. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yds., 2 lbs. 9 oz.

97 X 1668.....

10 Yds.  
**98¢**



Sale Price

Only

**11 1/2¢**  
A YARD

In 10-Yd. Bolt

## Sears BEST Is Your BEST FOR VALUE AND SAVINGS

- Weights 4.6 Ounces to the Yard
- Natural Cream Color (Unbleached)
- Width, 36 Inches —Very Firm Quality

More quality—lower price, isn't that good news for housewives? Our best unbleached sheeting is woven from extra clean cottons—extra strong—to give you the good wear you've a right to expect. Buy a supply while sale is on. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yds., 2 lbs. 15 oz.

97 X 1926.....

10 Yds.  
**\$1.15**



Sale Price  
Less Than

**6 1/4¢**  
A YARD

In 10-Yd. Bolt

## SPECIAL MIDWINTER SALE PRICE On Bargain Sheetting

- Weights 2.9 Ounces to the Yard
- Natural Cream Color (Unbleached)
- Width, 36 Inches

You'd hardly believe good cotton sheeting could be so low priced—even in a Sears sale. Quality which meets the needs in many homes for light weight, serviceable sheeting. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yds., 1 lb. 14 oz.

97 X 1652.....

10 Yds.  
**61¢**



LESS THAN

**14¢**  
A YD.

In 10-Yd. Bolt

## Unbleached INDIAN HEAD PRICED LOW FOR OUR SALE

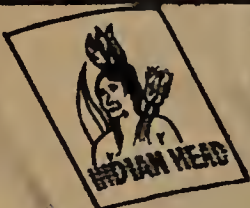
For Mail  
ORDERS  
ONLY

- Firm, Heavy Quality
- Natural Cream Color
- Width, 36 Inches

Every thrifty shopper will welcome news of Sears price cut on unbleached Indian Head. Same excellent quality, serviceable grade thousands of housewives find best suited to everyday uses. Woven from clean, sturdy cottons, gradually washes white. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yards, 3 lbs. 10 oz.

97 X 1993

10  
Yards  
**\$1.39**



**36 Inches Wide**

22 C SEARS, ROEBUCK

## Washed SUGAR BAGS

Less Than Usual Price  
While Sale's On!

- Extra Soft Cotton, 100-Lb. Size
  - Free From Stamping or Body Holes
- We bought heavily, but price is so low they will sell rapidly, so order early. Ideal for any wiping purpose. These will be about yard squares after ripping. Shpg. wt., of 10, 1 lb. 13 oz.

97 X 2714—10 For.....

**69¢**





# Every Sale Order Should Include A Length Of CHEESE CLOTH At These Low Prices

- Both Qualities, 36 Inches Wide.
- Medium Loose Mesh Weave.

Reduced prices on our two most popular qualities. Thousands will welcome this opportunity to get cheesecloth at savings. Only because we contracted with the mills for a tremendous quantity months ago were we able to get this special offering for our sale. Prices go up after February 28th.

## Bleached White

## Unbleached

Popular grades for straining and other household uses. So well bleached, all natural oil has been removed. Put up in 10-yard lengths only. Shpg. wt., 10 yds., 10 oz.

Same good cotton as used for the bleached. Makes practical cleaning cloths for car, windows, etc. Put up in 30-yard lengths only. Shpg. wt., 30 yds., 1 lb. 12 oz.

10 97 X 1691 **39¢**

30 97 X 1677 **78¢**

# Washfast MUSLIN



# Remarkably LOW PRICED

- Firm, Serviceable Weave.
- Counts 140 Threads to the Square Inch.
- Width, 36 Inches.

Sears—the only store where you can get dainty tinted muslin, fast to washing. Special savings now on this favorite quality for quilt backings, mounting quilt patches—also making pajamas, nightgowns, lingerie. Colors shown. State color. Shipping weight, per yard., 5 oz.

97 X 1106—A Yard.....15c

# MUSLINS - LONGCLOTHS - NAINSOOKS

**10**  
YARDS

Standard Quality

**87¢**

**10**  
YARDS

Better Quality

**\$1.09**

**10**  
YARDS

Best Quality

**\$1.19**

# BLEACHED GOODS ON SALE



These Low Sale Prices for Mail Orders Only!

- All Qualities 36 Inches Wide.
- Extra Fine, White Bleach.

Again! Prices reduced on bleached goods! Always an eagerly awaited event in a Sears sale! Our regular good qualities, woven from fine cottons . . . possessing remarkably smooth, even finish and the extra nice whiteness obtained through bleaching by newest, most up-to-date method. Grades best liked for underwear, children's clothes, pajamas, nightgowns.

# MUSLINS LONGCLOTHS

## STANDARD QUALITY

Shpg. wt., 10 yds., 2 lbs. 2 oz. **10 87¢**  
97 X 1902. YDS.

## BETTER QUALITY

Shpg. wt., 10 yds., 1 lb. 14 oz. **10 \$1.09**  
97 X 1903. YDS.

## BEST QUALITY

Shpg. wt., 10 yds., 2 lbs. **10 \$1.19**  
97 X 1904. YDS.

## STANDARD QUALITY

Shpg. wt., 10 yds., 1 lb. 12 oz. **10 87¢**  
97 X 1912. YDS.

## BETTER QUALITY

Shpg. wt., 10 yds., 1 lb. 13 oz. **10 \$1.09**  
97 X 1913. YDS.

## BEST QUALITY

Shpg. wt., 10 yds., 2 lbs. **10 \$1.19**  
97 X 1914. YDS.

# NAINSOOKS

## STANDARD QUALITY 10 Yds.

Shpg. wt., 10 yds. 1 lb. 11 oz. **87¢**  
97 X 1922

## BETTER QUALITY 10 Yds.

Shpg. wt., 10 yds. 1 lb. 13 oz. **\$1.09**  
97 X 1923

## BEST QUALITY 10 Yds.

Shpg. wt., 10 yds. 2 lbs. **\$1.19**  
97 X 1924

Buy Now!

SEARS, ROEBUCK AND CO.

CPB

23



Was  
~~65¢~~

**59¢**

**EACH**

Sale  
Closes  
Feb. 28,  
1935

**69¢**

**EACH**

Was  
~~79¢~~

**Remarkably  
Low Priced**

—Size, 80x105 Inches

Even though you've little to spend, don't despair. Here's a bright colorful, crinkled cotton spread at a remarkable price. Center seam cleverly matched. . . Hardly noticeable. Shipping weight, 1 pound 7 ounces. 97X2551—State color.

COLORS:  
BLUE  
GOLD  
GREEN  
HELIO  
ROSE

**Famous Special  
A Marvelous Value**

—Size, 80x105 Inches

Again a low price! Good weight, seamless, scalloped crinkled cotton. Colorful, woven-in stripes, may be used on either side. A typical Sears bargain. Five choices of colors. Shipping weight, each, 1 pound 5 ounces. 97X2515—State color.

These Low Prices  
for Mail Orders Only

**"Bates"** America's Foremost Bedspread Maker  
Presents 3 New 1935 Beauties  
and  
**Sears** Present to Our Customers What We Believe  
to Be the Greatest Values of 1935

**\$1.49**  
EACH



**"Bates" EXTRA LARGE  
Extra Low Priced Cotton**

—Scalloped; Size 84x105 Inches  
Firmly woven—fast colors—new 1935 pattern. White pattern on colored ground. Colors: Blue; Gold; Green; Helio or Rose. State color. Shipping weight, each, 2 lbs. 2 oz.  
97 X 2544—Each. . . . **\$1.49**

**24 C SEARS-ROEBUCK**

**98¢**  
EACH



**"Bates" WASHABLE COTTON  
Exceptionally Low Priced**

—Size, 80x105 Inches —Scalloped  
You'll thrill when you see this value! Good weight, fast color spread, in fancy dobby weave. COLORS: Blue; Gold; Green; Helio or Rose. State color. Shipping weight, each, 1 lb. 14 oz.  
97 X 2542—Each. . . . . **98C**

**\$1.49**  
EACH



**"Bates" RAYON and COTTON  
A Real Price Scoop**

—Big Size, 84x105 In —Rayon Scalloped  
Beautifully patterned—woven from No. 1 quality 300 denier rayon—the heavy kind which has wonderful luster, wears marvelously. COLORS: Blue; Gold; Green; Helio or Rose. State color. Shpg. wt., each, 1 lb. 9 oz.  
97 X 2545—Each. . . . . **\$1.49**

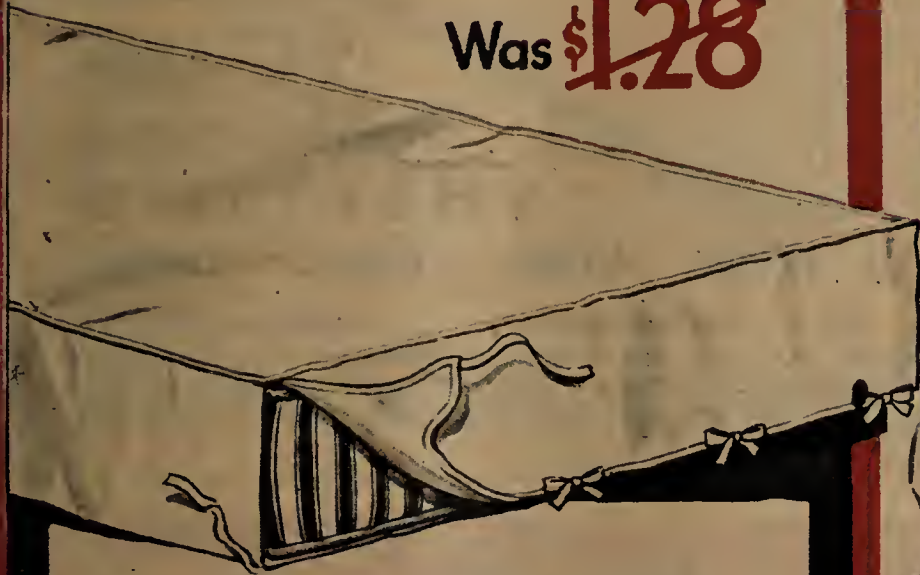


**\$1<sup>09</sup>**

**Special  
Sale  
Price**

**Nation-Wide FAVORITE  
MATTRESS COVER**

Was ~~\$1.28~~



- Made from Sturdy, Serviceable Eagle LL Unbleached Sheet—Full Box Shape
- Tape Tie Closing—Double Stitched Seams
- Ample Allowance Made for Shrinkage

Your choice of THREE SIZES, all at the same special sale savings. Covers are exceptionally well made with carefully set-in side walls insuring good fit.

For 39-In. Mattress. Shpg. wt., 1 lb. 15 oz. **\$1.09**  
97 X 2402—Each.....

For 48-In. Mattress. Shpg. wt., 2 lbs. 4 oz. **\$1.09**  
97 X 2403—Each.....

For 54-In. Mattress. Shpg. wt., 2 lbs. 9 oz. **\$1.09**  
97 X 2404—Each.....

*Less  
Than*

**8<sup>1</sup>/<sub>4</sub>**

*a yd.*  
**27-Inch  
WIDTH**

**ANGEL... BIRDSEYE  
DIAPER CLOTH**

**10-YD. BOLT... Now**

Was ~~\$1.09~~ **82¢**

**ENOUGH FOR  
13 DIAPERS**



**Unusual Even for a Sale  
This Quality! These Prices!**

- Soft Finished Cotton; Bleached Pure White
- Put up at Mill in Sanitary Sealed Packages

Not often at sale prices! Opportunity now for mothers to get this **BETTER GRADE** at extra special savings. Made under most hygienic conditions, Angel Brand's the quality doctors endorse as best for babies.

**18** 97 X 2688—Makes 20  
Inch diapers 18x18 in. Shipping  
weight, 10 yds., 1 lb. 5 oz. **10 Yds. 59c**

**24** 97 X 2692—Makes 15  
Inch diapers 24x24 in. Shipping  
weight, 10 yds., 1 lb. 11 oz. **10 Yds. 76c**

**27** 97 X 2693—Makes 13  
Inch diapers 27x27 in. Shipping  
weight, 10 yds., 1 lb. 14 oz. **10 Yds. 82c**

**30** 97 X 2694—Makes 12  
Inch diapers 30x30 in. Shipping  
weight, 10 yds., 2 lbs. 1 oz. **10 Yds. 95c**

**INDIAN HEAD**

**Price Cuts, Too, on This  
Nationally Known Cloth**

—Bleached White —Looks, Wears Like Linen

Always in such demand, it's really startling when we can offer Bleached Cotton Indian Head at such low sale prices. Just see this fine choice of widths:

**36** 97 X 1131—Shipping  
Inch weight, per yard, 7 oz. **16c**  
A Yard.....

**44** 97 X 1132—Shipping  
Inch weight, per yard, 8 oz. **23c**  
A Yard.....

**54** 97 X 1133—Shipping  
Inch weight, per yard, 10 oz. **28c**  
A Yard.....

**63** 97 X 1134—Shipping  
Inch weight, per yard, 12 oz. **35c**  
A Yard.....

**WASHED FLOUR BAGS**

**Less Than 9¢ Each**

—Enough for 20 Towels, about 17x36 in. or 10 Towels 36x34 inches

98-pound size used bags, heavy weight, bleached. The handy wiper. All perfect—no body holes. Simply rip bottom and sides; they're ready to use. Shipping weight, 10 bags, 2 pounds 11 ounces.

97 X 2712.....10 for **89c**

**\$1<sup>09</sup> BUYS  
5 Yards  
81-INCH  
BLEACHED SHEETING**



**Here's One!  
Better Order Fast!**

- Snowy white—Fully Bleached
- Makes Seamless Sheets

Such a tiny sum to pay for 5 yards of Wide Bleached Sheeting, we know we'll have a big demand for this sale special! Don't wait—Order yours today. Put up in 5-yard bolts only. Shpg. wt., 5 yards, 3 lbs. **\$1.09**

97 X 1995—5 Yards....

**SEARS, ROEBUCK 25**



# Lady Fair

## SHEETS - PILLOWCASES

A  
MARK  
OF  
QUALITY



HERE,  
TOO,  
PRICES  
REDUCED!

**\$1.05**  
81 x 99  
SHEET

Was  
~~\$1.21~~

**Lasting Value . .**  
**Wears for Years and Years**



**68 X 72**  
**Thread Count**  
**(140 Threads to the Sq. In.)**

- Snowy White Bleach—Practically Pure Finish
- Extra Strong Tape Selvages
- Hand Torn for Straight Hems

Thrilling news when Lady Fair goes on Sale! For who doesn't prefer this finer, better quality which gives almost twice the wear of lesser grades. And at these reductions you can have it for just about what you'd pay regularly for sheets and cases not nearly as good. Don't wait—take advantage now of these extra savings—enjoy extra quality cases at small cost.

### HEMMED BLEACHED WHITE SHEETS

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
<b>Extra Single Bed Size</b>		
<b>63 by 99</b>	<b>97 X 1951—Popular Length</b> Shpg. wt., each, 1 lb. 8 oz.	<b>95c</b>
<b>Twin Bed Size</b>		
<b>72 by 99</b>	<b>97 X 1953—Popular Length</b> Shpg. wt., each, 1 lb. 12 oz.	<b>\$1.00</b>
<b>72 by 108</b>	<b>97 X 1954—Proper Length</b> Shpg. wt., each, 2 lbs.	<b>1.05</b>
<b>Three-Quarter or Double Bed Size</b>		
<b>81 by 90</b>	<b>97 X 1955—Regular Length</b> Shpg. wt., each, 1 lb. 12 oz.	<b>1.00</b>
<b>81 by 99</b>	<b>97 X 1956—Popular Length</b> Shpg. wt., each, 1 lb. 14 oz.	<b>1.05</b>
<b>81 by 108</b>	<b>97 X 1957—Proper Length</b> Shpg. wt., each, 2 lbs. 3 oz.	<b>1.17</b>

### BLEACHED WHITE PILLOWCASES Hemmed

		2 FOR
<b>42 by 36</b>	<b>97 X 1965—For pillows.</b> 20x28 inches. Shpg. wt., 2 pillowcases, 13 ounces.	<b>48c</b>
<b>45 by 36</b>	<b>97 X 1966—For pillows.</b> 22x28 inches. Shpg. wt., 2 pillowcases, 13 ounces.	<b>52c</b>

**26 C SEARS, ROEBUCK AND CO.**



**5 Yds.**  
**\$1.39**

**90-Inch**  
**Unbleached**  
**SHEETING**

**Wider Width . . Bigger Value!**

—Firmly Woven Cotton

—Natural Cream Color

Takes the place of our old time 86-inch sheeting—a popular wider width which makes up into larger size, more satisfactory bed sheets. On sale 'til February 28th only. Put up in 5-yard lengths only. Shpg. wt., 5 yds., 3 lbs. 1 oz.

**97 X 1517—5-Yards..... \$1.39**



**LOOKS TWICE**  
**ITS SALE PRICE**

**88¢**  
**EACH**

*Rayon*  
for  
**BEAUTY**  
•  
*Cotton*  
for  
**WEAR**

**Picked by Sears as a**  
**REAL SALE LEADER**

—80x105 Inches, for Double Beds  
—New Chevron Pattern

Amazingly little to ask for a full size, seamless spread of any kind—let alone a gleaming Rayon and cotton style like this! Colorful—serviceable—finished with neat scallops. Colors: Blue; Gold; Green; Helio or Rose. State color. Shipping weight, each 1 lb. 1 oz.

**97 X 2514—Each..... 88c**





## Two Qualities—Savings on Both BLEACHED PILLOWCASES

### Standard Quality

For mail orders only, this Sears sale special! Serviceable grade white muslin, neatly hemmed. Size, 42x36 inches for pillows, 20x28 inches. Shipping weight for 6, 1 lb. 7 oz.

97 X 1712 78c  
6 for.....

### Better Quality

Finer, more closely woven white muslin. Choose these for better appearance, longer wear. Size, 42x36 inches for pillows, 20x28 inches. Shipping weight for 6, 1 lb. 9 oz.

97 X 1713 89c  
6 for.....

All Prices  
for Mail  
Orders Only

75¢  
81 x 99

Sale Leader

## WONDER VALUE Bleached Sheets

—Woven from Clean, Sturdy Cottons

—Hand Torn for Straight Hems

Special sale prices on the two most popular sizes for double beds. Favorite medium grade sheets, nicely finished. Will give more wear than you'd expect for so little money.

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
81 by 90	97 X 1708—Regular length. Shpg. wt., each, 1 lb. 9 oz.	72c
81 by 99	97 X 1709—Popular length. Shpg. wt., each, 1 lb. 10 oz.	75c

Sale Ends  
Feb. 28th

69¢  
81 x 90

Thrift Special

## WONDER VALUE Unbleached Sheet

Amazingly little to ask for a double bed size sheet. Many of our customers prefer this unbleached quality, so here it is in this Nation-Wide Sale until February 28, 1935. Serviceable—gradually bleaches white with washing.

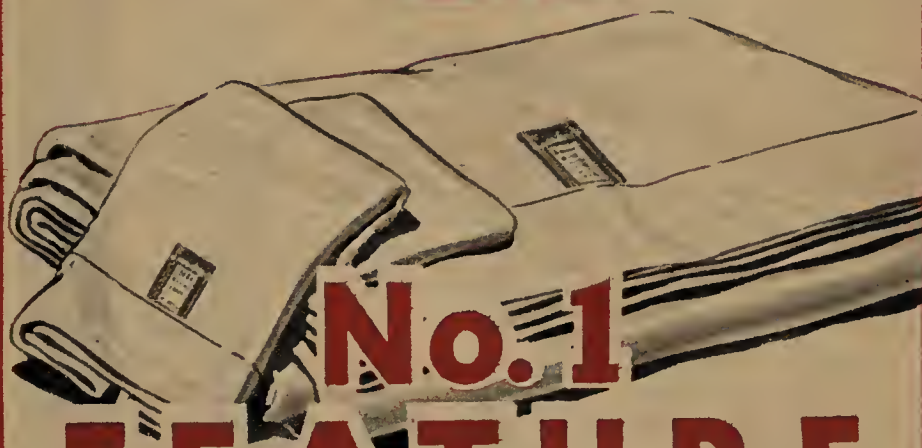
81 by 90 in. 97 X 1705—Regular Length. Shpg. wt., each, 1 lb. 8 oz. EACH.....69c

# Launderrite

STANDARD OF THE NATION

## SHEETS - PILLOWCASES

IMAGINE!  
Only 81¢  
81 x 99  
SHEET



## FEATURE

## Of America's Greatest White Goods Sale!

Welcome news to millions. Price cuts on Launderrite—lower than in several seasons of sales! Don't miss the opportunity of getting these excellent wearing, 64x64 standard count, sheets and pillowcases at these savings. Beautifully bleached. Superb, smooth finish. Fine, soft texture. Strong, closely stitched hems.

### HEMMED BLEACHED WHITE SHEETS

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
54 by 90	Cot Bed Size 97 X 1730—Regular Length Shpg. wt., each, 1 lb. 2 oz.	65c
63 by 99	Extra Single Bed Size 97 X 1732—Popular Length Shpg. wt., each, 1 lb. 7 oz.	75c
72 by 99	Twin Bed Size 97 X 1735—Popular Length Shpg. wt., each, 1 lb. 10 oz.	79c
81 by 90	Three-Quarter or Double Bed Size 97 X 1737—Regular Length Shpg. wt., each, 1 lb. 9 oz.	78c
81 by 99	97 X 1738—Popular Length Shpg. wt., each, 1 lb. 13 oz.	81c
81 by 108	97 X 1739—Proper Length Shpg. wt., each, 1 lb. 15 oz.	92c

### BLEACHED WHITE PILLOWCASES 2 FOR

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
42 by 36	97 X 1746—For pillows, 20x28 in. Shpg. wt., 2 pillowcases, 12 oz.	41c
45 by 36	97 X 1747—For pillows, 22x28 in. Shpg. wt., 2 pillowcases, 13 oz.	44c

New Customers—Important

FREE: SAMPLE OF LAUNDERITE,  
YOURS FOR THE ASKING!

### Scalloped Sheets—Pillowcases Look Pretty—Cost Little!

Made with hand cut three-leaf scallops usually found only on more costly qualities. Firmly woven, serviceable cotton.

#### BLEACHED WHITE SHEETS

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
81 by 99	97 X 1711—Popular Length. Double bed size. Shpg. wt., ea., 1 lb. 7 oz.	\$1.00
42 by 36	BLEACHED WHITE PILLOWCASES 97 X 1716—For pillows, 20x28 in. Shpg. wt., per pair, 9 oz.	2 For 54c



**9<sup>c</sup>**  
EACH

**4 for 35<sup>c</sup>**

**Too Low Priced  
for You to Miss**

- Single Loop Weave.
- Size, 18x36 Inches.

The popular hand-size women have been demanding for everyday use! Soft, absorbent terry. Colors: White with Blue, Gold, Green or Rose Borders. State Color. Shpg. wt., of one, 5 oz.; of four, 13 oz.

19 X 8717

Each. 9<sup>c</sup> 4 for 35<sup>c</sup>

**FOR MAIL ORDERS ONLY**

**12<sup>c</sup>**  
EACH

**4 for 45<sup>c</sup>**

**Sure Sign of Value  
Double-Loop Weave**

**Was 15<sup>c</sup> Each Last Fall**

- Heavier Weight;  
More Absorbent.
- Size, 18x36 Inches.

A wanted size for everyone—more closely woven, softer, fluffier terry towels—surprise value at these money saving prices. White with Blue, Rose, Gold, or Green borders. State Color. Shipping weight, each, 6 ounces; of four, 1 pound 2 ounces.

19 X 8703

Each. 12<sup>c</sup> 4 for 45<sup>c</sup>

**You Demanded It Back**  
**Famous**  
*Morning*  
*Glow*

**17<sup>c</sup>** 20x40-in.

**Thrifter Buy  
Than Ever!  
Double-Loop**

- Good Heavy Weight
- Very Absorbent

So many of our customers asked for this towel, we made extra efforts to get it in time for this sale.—Big, soft, spongy—the kind that absorbs water and lots of it! Bleached White with Fast Color Pastel Blue, Gold, Green, Orchid, or Rose Borders. State color.

19 X 8704

Size, 20x40 Inches. Shipping weight, each, 7 oz.; of three, 1 lb.

Each. 17<sup>c</sup> for 49<sup>c</sup>

19 X 8719

Size, 22x44 Inches. Shipping weight, each, 9 oz.; of two, 1 lb.

Each. 24<sup>c</sup> for 46<sup>c</sup>

**26<sup>c</sup>** EACH

**During This Sale**

- BIG SIZE, 24x46 INCHES
- Double Loop Weave
- Extra Absorbent Quality

If it's quality you're after, these have it—if a bargain, this is it! The large size and heavy weight men like best, dries them in no time at all! Bleached white with Blue, Rose, Gold, Green or Orchid borders; or All White. State Choice. Shpg. wt., each, 9 oz.; of two, 1 lb.

19 X 8721

Each... 26<sup>c</sup> 2 for 50<sup>c</sup>

**21<sup>c</sup>** EACH

**Greatest Savings**

- Size, 22x44 Inches.
- Double Loop Weave.

The size most used in average homes—but deeper, fluffier, thirstier than average towels you've known. Good weight assures plenty of practical service. Bleached White with Blue, Rose, Gold or Green borders. State choice. Shpg. wt., each, 7 oz., of four, 1 lb. 8 oz.

19 X 8705

Each.... 21<sup>c</sup> 4 for 80<sup>c</sup>

*Made  
by  
Cannon  
Mills*

**Cannon**

**WASH  
CLOTHS**

**Cannon**

**Only  
5<sup>c</sup>  
EACH**

—Size, 12x12 Inches

Soft, absorbent terry—made by Cannon—long-wearing quality. White with Blue, Rose, Gold, or Green borders. State Color. Shipping weight, of one, 3 oz.; of six, 7 oz.

19 X 8658 5<sup>c</sup> 6 for 24<sup>c</sup>

**Only  
3<sup>c</sup>  
EACH**

—Size, 11x11 Inches

Bleached white, soft terry cloths—extra low priced here! Made by Cannon. Assorted multi-color stripes.

Shipping weight, each, 2 ounces.

19 X 8660—Each..... 3<sup>c</sup>



LESS THAN

**14<sup>c</sup>** PER YARD

In 5-Yard Bolts  
UNBLEACHED

Famous  
**P**

## LINEN CRASH TOWELING On Sale Again

- Very closely and strongly woven.
- Leaves no lint.
- Full 18-inch width.
- Your choice of colored borders.
- Absorbs twice its weight of water.

### NATIONALLY KNOWN!

Sears famous "P" linen crash bought in carload lots to secure these low prices! The firm quality good homemakers prefer. Strong selvages.

Blue, Green, Gold or Red cotton borders. State color wanted.

#### Unbleached

Shipping weight, of 1 yard, 6 ounces, of 5 yards, 1 pound 7 ounces.

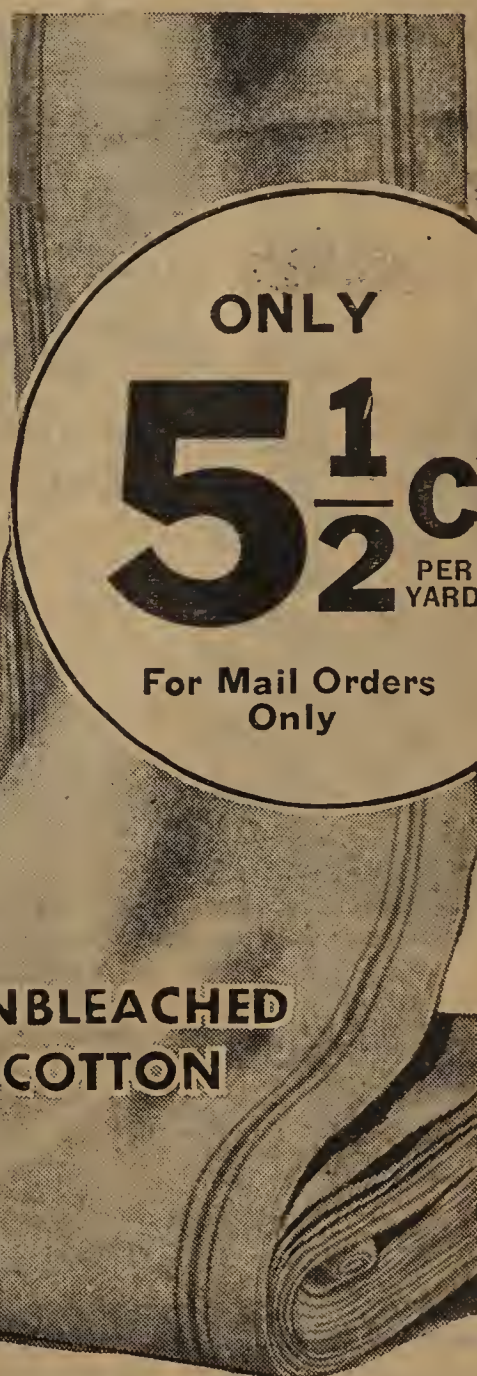
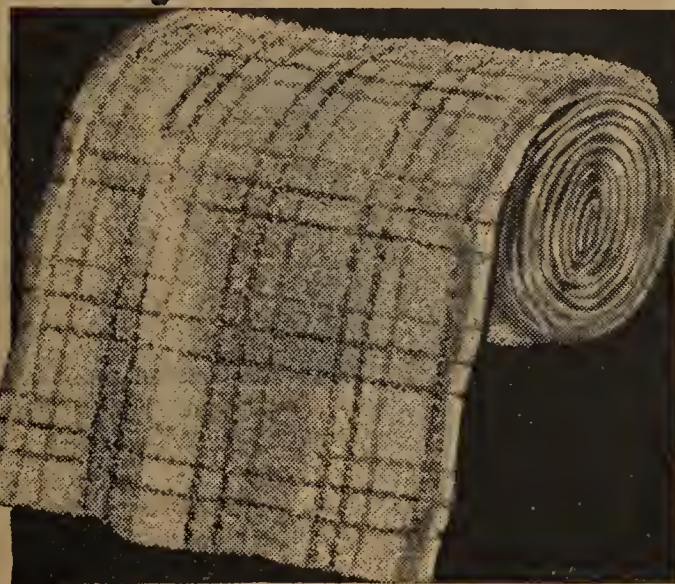
19 X 8512  
Per Yard.....14c  
5 Yards.....68c

#### Bleached

Shipping weight, of 1 yard, 6 ounces, of 5 yards, 1 pound 6 ounces.

19 X 8520  
Per Yard.....15c  
5 Yards.....74c

# Buy Your Toweling While the SALE Is On



ONLY

**5<sup>1</sup>/<sub>2</sub>** **c**  
PER YARD

For Mail Orders  
Only

UNBLEACHED  
COTTON

### For Southern Customers

- Lightweight terry towel.
- Size about 15x30 inches.
- Rainbow colored borders.

We couldn't get enough for everyone at this low price, so we are listing them only in our Southern Mail Order Stores. Good strong cotton yarns. Bleached white. Shpg. wt., of one 4 oz.; of four, 10 oz.

19 X 8514

Each.....7c 4 for.....27c

### Makes Finer Roller Towels

- Cotton terry toweling.
- Full 18-inch width.
- Bleached white with Multi-color Plaids.

The men will say it's stronger and you'll like it better, too. Shpg. wt., of one yard, 5 oz., of 5 yards, 1 lb. 3 oz.

19 X 8526

Per Yd..16c 5 Yds....75c

## Cotton Huck Towels

### at SALE PRICES

- Strong selvages at sides, hemmed ends.
- Choose from two sizes.

Made in America—priced at Sears savings! Medium weight, serviceable huck towels.

White with blue, rose, gold or green borders or all white. State color wanted.

#### Size, About 15x30 In.

19 X 8604—Shipping weight, of one, 3 oz., of four, 12 oz.  
Each....10c 4 for....38c

#### Size, About 18x36 In.

19 X 8606—Shpg. wt., of one, 4 oz., of four, 15 oz.  
Each....14c 4 for..52c

### Best Toweling

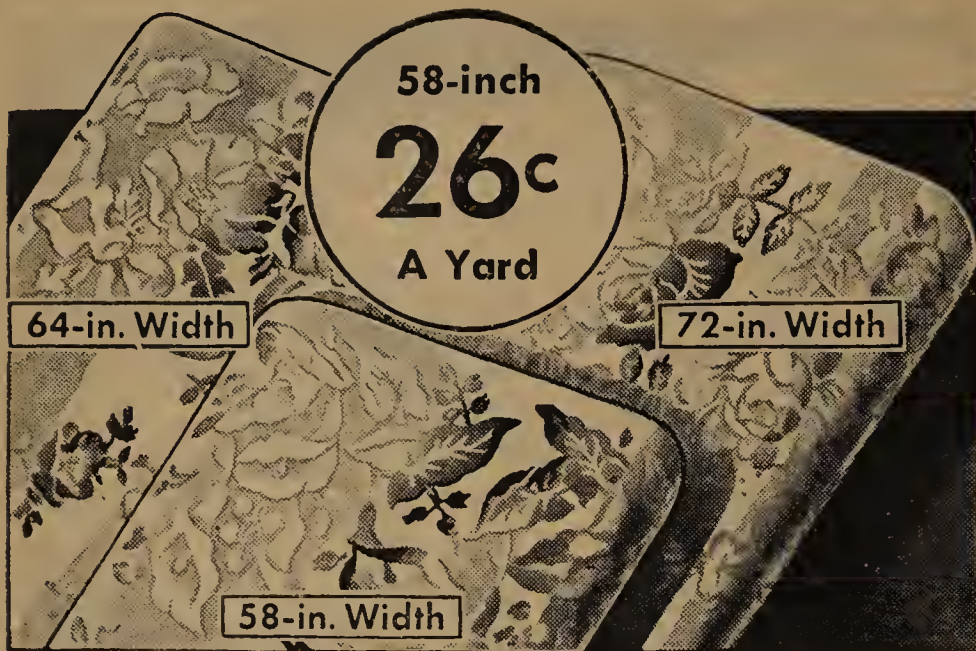
### Anywhere—at This Low Price

- Width, about 16 inches.
- Assorted washfast color borders.

Fast drying, long wearing. Made to our own specifications to give you the best possible for the money! We've not skimped on quality. Shipping weight, per yard, 4 oz., of 10 yards, 1 lb. 7 oz.

19 X 8504—Per Yard... 5<sup>1</sup>/<sub>2</sub>c 10 Yards.. 54c





## Grand Savings on Table Damask

- Fully Mercerized Cotton
- Assorted Floral Patterns
- Bleached White
- Similar To Illustration

Extra low Sears prices on the quality most women like for every day. And a larger variety of widths than most stores offer—three—so you can make table cloths just the size you need to fit your table.

58-INCH WIDTH	64-INCH WIDTH	72-INCH WIDTH
19 X 6120	19 X 6124	19 X 6126
Shpg. wt., 9 oz.	Shpg. wt., 11 oz.	Shpg. wt., 12 oz.
Per Yard.. <b>26c</b>	Per Yard.... <b>36c</b>	Per Yard.. <b>46c</b>

Only **69c**  
A Yard

## Shrinkproof Sanforized DRESS LINEN

### Bargain of Bargains for Cool Suits—Dresses!

- Fine Quality, Pure Irish Linen
- Dull French Finish; Washfast colors
- Width, about 36 inches

Have dresses, blouses, smocks of it—that fit as perfectly after many washings as when they were new. Fine textured; fashionably dull French finish. Colors: White, Lilac, Apple green, Chamois tan, Lugano blue, Peasant blue, Admiralty blue, Bon Bon pink, Leafmold brown, or Jasmine yellow. State color. Shipping weight, per yard, 6 oz.

19 X 5278—Per Yard..... **69c**

Paper Pattern of Frock Shown on Figure

Misses' sizes 14 to 20 years—34 to 40 in. bust. State size. Size 16 requires 4 3/8 yards of 36-inch material. Shpg. wt., 2 oz.

39 X 2028—Each Pattern..... **15c**

## Plan Your Sewing Around These SALE SPECIALS

'Til Feb. 28th

**49c**  
A Yard

**MERCERIZED  
COTTON DAMASK**

18-in.

**27c**  
A Yard

18-in.

**29c**  
A Yard

## SUNFAST ... TUBFAST Double Savings Here

- Width, 58 Inches
- Serviceable Quality
- Good Weight

Use this damask to make up colorful, cheery cloths and napkins. A best grade with that lustrous finish usually found only in damasks costing much more. Choice of bright two-toned checks combined with damask effect floral design. Reversible, one side finished the same as the other.

Colors: White with Blue, Gold, Green or Red Checks. State color. Shpg. wt., per yard, 6 oz.

19 X 6119—Per Yard..... **49c**

## PRICE CUTS on Fancywork Favorites White Art Linen

- Imported from Ireland
- Fine Weave. Medium Weight
- Fully Bleached

Soft-finished quality always in demand for fine needlework—such as tots' embroidered frocks, luncheon cloths, napkins, dresser scarfs. Extra savings on it during our sale.

19 X 5030—Width 18 in. Shpg. wt., 4 oz. Per Yard.... **27c**

19 X 5034—Width 36 in. Shpg. wt., 6 oz. Per Yard.... **49c**

19 X 5036—Width 45 in. Shpg. wt., 7 oz. Per Yard... **59c**

## Ivory Bleached

- Imported Irish Linen
- Smooth Finished
- Round Thread

What a chance for savings when you can buy this exceptional quality at sale prices like these. A good weight finished with nice luster. Takes embroidery beautifully. Bleached to a rich ivory shade.

19 X 5000—Width 18 in. Shpg. wt., 5 oz. Per Yard.... **29c**

19 X 5001—Width 36 in. Shpg. wt., 8 oz. Per Yard... **49c**



## Heavy COTTON CRASH with Drawn-Work Border

- Width, 17 Inches. Has 1/2 Inch Open Drawn-work Border at Sides

Sale savings here too. On this popular crash scarfing for making table runners, dresser scarfs, chair back sets, luncheon doilies, etc. Colors: White or Natural Tan. State Color. Shpg. wt., per yard, 4 oz.; of 10 yds.. 1 lb. 6 oz.

19 X 5070—Per Yard..... **1 11/2c**  
10 yards ..... **\$1.00**

## REAL IMPORTS—AND BARGAINS Colorfully Bordered—Fringed LINEN CLOTHS

- Fully Bleached—Finished with Washfast Multi-Color Rainbow Borders

All linen and a firm weight that'll give you plenty of service. Extra values seldom seen at these low prices! Stylists say that fringed cloths are the "last word" in correct table covers for informal meals. The new way of using a square cloth is to put it on the table cat-a-cornered with the four corners of the table remaining bare. Try it sometime.

Catalog No.	Size	Shpg. Wt.	Each
19 X 1832	44x44 in.	8 oz.	39c
19 X 1833	50x50 in.	11 oz.	49c
19 X 1836	60x60 in.	14 oz.	75c
19 X 1837	60x80 in.	1 lb. 3 oz.	95c



**95c**  
19 X 1837  
Formerly ~~\$1.15~~  
Sold For **1**

These  
Low Prices  
For  
Mail Orders  
Only





**32-Piece Set**  
**ONLY \$2<sup>89</sup>**  
 For Mail Orders Only

## ROSE BOUQUET PATTERN

- First Quality American China.
- Ivory White Body with Floral Embossing.
- Lovely Decoration of Pink Roses with Green Leaves and Blue Forget-me-nots.

Chinaware so pleasing—and such remarkable value—we don't think you'll see the like again, even in a sale! This is an open stock pattern which means you can add to the set or replace broken pieces. For open stock see our big General Catalog. Composition of set is given below.

Shipping weight, 20 lbs.

**35 X 263—32-Piece Set. . . . . \$2.89**



### 5-Piece Mixing Bowl Set

Specially priced! Glazed yellow bowls with blue stripes—first quality earthenware. One each of 5, 6, 7, 8 and 9-inch diameter bowls. Shipping weight, 10 lbs.

**35 X 5121 59c**  
 Set of 5. . . . .

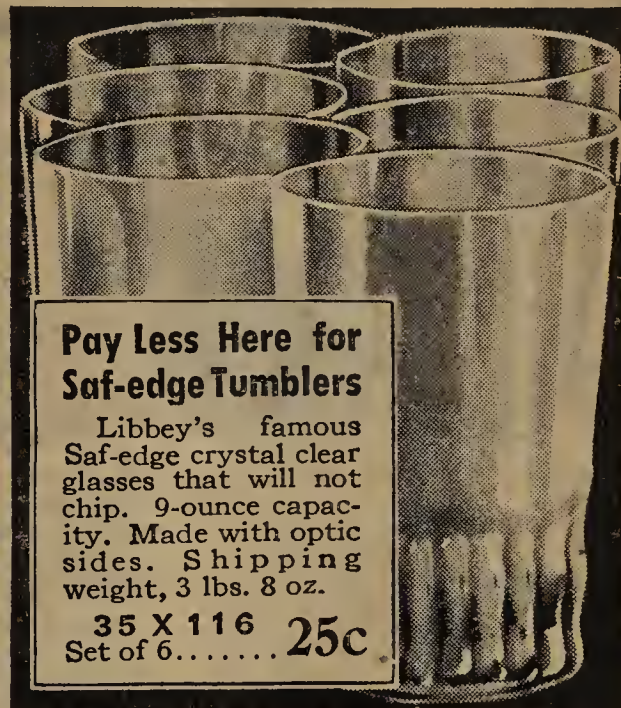
## Above Set and Sets on Inside Cover Consist of

### 32-PIECE SETS

- |                 |                           |
|-----------------|---------------------------|
| 6 Cups          | 6 Bread and Butter Plates |
| 6 Saucers       | 1 Platter                 |
| 6 Sauce Dishes  | 1 Vegetable Dish          |
| 6 Dinner Plates |                           |

### 100-PIECE SET

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| 12 Cups                             | 1 Cov. Sugar Bowl (2 pieces)         |
| 12 Saucers                          | 1 Cream Pitcher                      |
| 12 Dinner Plates (Extra large size) | 1 Open Vegetable Dish (Oval)         |
| 12 Bread and Butter Plates          | 1 Eleven-Inch Platter                |
| 12 Soup Plates                      | 1 Thirteen-Inch Platter              |
| 12 Sauce Dishes                     | 1 Open Butter Dish                   |
| 12 Pie Plates                       | 1 Round Open Vegetable Dish (8¼-in.) |
| 6 Oatmeal Dishes                    |                                      |
| 1 Cov. Vegetable Dish (2 pcs.)      |                                      |



### Pay Less Here for Saf-edge Tumblers

Libbey's famous Saf-edge crystal clear glasses that will not chip. 9-ounce capacity. Made with optic sides. Shipping weight, 3 lbs. 8 oz.

**35 X 116 25c**  
 Set of 6. . . . .

# 150,000 of 'em! IMPORTED LINEN CRASH CLOTHS

## BARGAINS for Those Who Act Quickly!

50x50 Inches

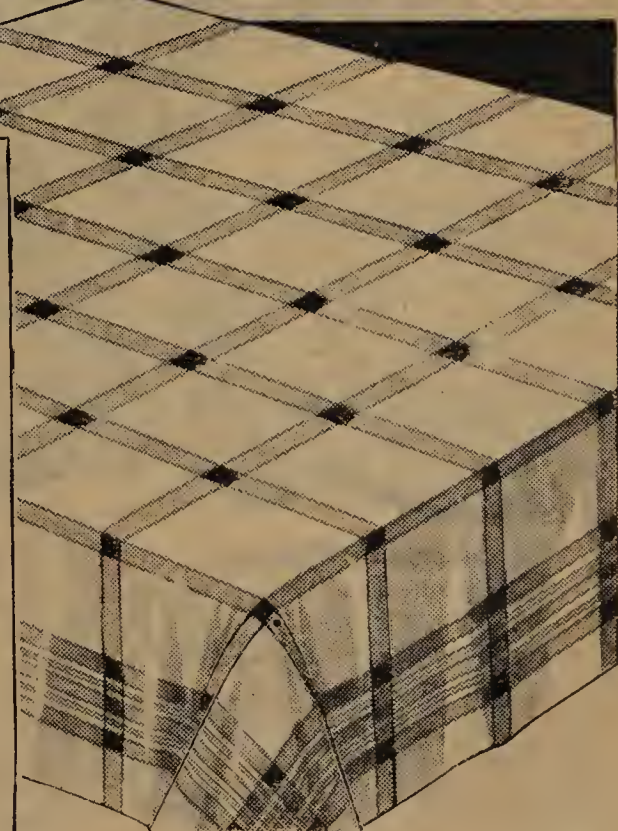
**47<sup>c</sup>**  
 Each

Four Other Sizes  
 Proportionately Low  
 Priced While Sale's On

- Made from Sturdy Quality Linens
- Bleached, with Attractive Plaids and Border Designs in Washfast Colors

So grandly practical for every day (they wear and wear!) more and more women are asking for these cloths in preference to all others! You, too, can set your table, inexpensively, with linen if you buy while the Sale is on! The big size, 59x80 inches is fine for a large family! These cloths represent special close-out lots secured from various mills in Czechoslovakia. Because assortments are incomplete, we're unable to offer choice of patterns or colors. All are attractively styled; and are exceptional values at these prices.

44x44 IN.	19 X 1819 Shpg. wt., 10 oz.	Each 37c
50x50 IN.	19 X 1821 Shpg. wt., 12 oz.	Each 47c
52x68 IN.	19 X 1825 Shpg. wt., 1 lb.	Each 69c
59x60 IN.	19 X 1827 Shpg. wt., 15 oz.	Each 69c
59x80 IN.	19 X 1829 Shpg. wt., 1 lb. 2 oz.	Each 89c





SALE PRICE

**4C**  
A SPOOL  
In Dozen Lots

**NOW! 200-Yd. Spools**

**A.C.E.**

Reg. U. S. Pat. Off.

**6-CORD THREAD**  
Sizes 40-50-60 and 70



**More Yardage-More Value**

**Most Savings at Sears!**

- Long Staple Egyptian Cotton
- Smooth No-Snag Finish
- Colors: Black or White
- Sizes 40, 50, 60 or 70. 200 yards to spool

Sturdy dependable thread, which we believe better than any on the market, now priced amazingly low... even for a Sears Sale. State size and color. Shipping weight, 8 oz.

**85 X 4850 48c**  
12 spools.....



**6 for 10c**

**A.C.E. 3 Cord Thread**

- Smooth, Silk-like Finish
- Full 100 Yards to Spool

For those who prefer 3-cord cotton thread, here's another way low price. Quality equally satisfactory for hand or machine sewing. Comes in black or white, sizes 40, 50 or 60. State size and color. Shipping weight, 6 spools, 5 oz.

**85 X 4860 10c**  
6 spools.....

**Mercerized Machine Twist**

- For Hand or Machine Use
- 150 Yards on Spool
- Black or white. Size 40, 50 or 60. State color and size. Shpg. wt., 5 oz.
- 85 X 1561—6 Spools..... 22c**
- Size 50, 100 yard spool. Boxed 1 spool each color: Scarlet, Maroon, Tearose, Pongee, Pink, Yellow, Beige, Orchid, Dk. Green, Dk. Brown, Medium Blue and Navy. Shpg. wt., 7 oz.
- 85 X 1562 37c**  
Per Box (12 Spools).....



**Fast Color BIAS TAPE**  
12 YDS  
**8c**

—Sears Quality, Always Uniform

No skimping of materials in A.C.E. fine cotton lawn. Cut on a true bias. Single fold, full 1/2-inch width. Edges meet evenly in center. Colors: Cardinal, rose, pink, yellow, peach, gold, orange, tan, brown, Nile, reseda, Lt. blue, Lt. copen, copen, navy, orchid, lavender, black or white. State color. Shpg. wt., 2 oz.

**85 X 5282—12-yd. piece 8c**



**1/4 IN. ELASTIC**  
12 YDS.  
**19c**

—Value P-l-u-s, for This Sale

Mercerized cotton over live rubber strands. Best for bloomers, children's blouses, combination garments. Colors: White or Black. State color and width.

**85 X 2905**  
1/4-INCH WIDTH. Shpg. wt., 5 oz.

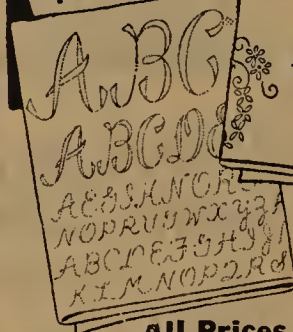
**12 yards..... 19c**

3/8-INCH WIDTH. Shpg. wt., 5 oz.

**12 yards..... 27c**



**29c**  
Per Package



**All Prices for Mail Orders Only**

Trade Mark **Betty Burton** Reg. U. S. Pat. Off.

**TRANSFER PATTERNS**

Popular big hot iron process assortment. Over 1000 designs. Contains 13 alphabets in assorted styles and sizes. 24 alphabets in monograms, flowers, butterflies, animals, birds, towels and pillowcases, novelties for children's wear, card table cover designs and household novelties. Shipping weight, 6 oz.

**85 X 4750—Package..... 29c**

**SALE OF PEARL BUTTONS**

**12 Dozen 25c**

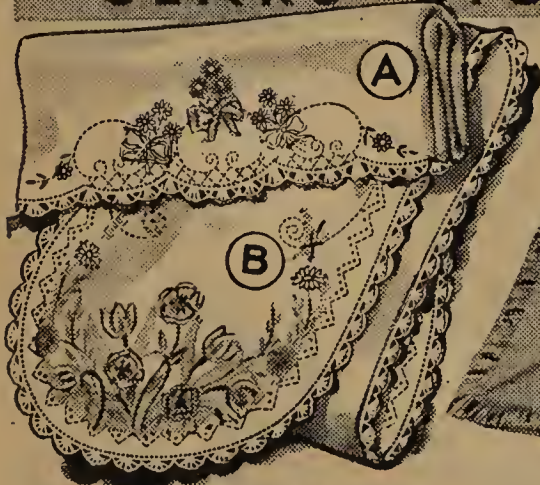
**ASSORTED SIZES**

Buttons you'll need for shirts, underwear, children's clothing. Selected second quality white pearl consisting of 1 dozen each size 5/16 and 3/8 in. diameter; 2 dozen 3/8, 1/2 and 5/8 in. diameter; 3 dozen 1/2 in.; 1/2 dozen size 3/4 in. diameter fish-eye and 1/2 dozen size 3/8 in. ball shape. Shpg. wt., 4 oz.

**85 X 1564—12 dozen.. 25c**



**SEARS BIGGEST SALE OF SEWING NEEDS**



**Stamped Pieces**

Scarfs, stamped on firm white cotton. Pillowcases, on white cotton tubing. Hemstitched for crocheting. Lace not included. Lesson chart. State pattern letter.

**85 X 1524—Scarf. Size about 18x45 inches. Shpg. wt., 5 oz. Each..... 23c**

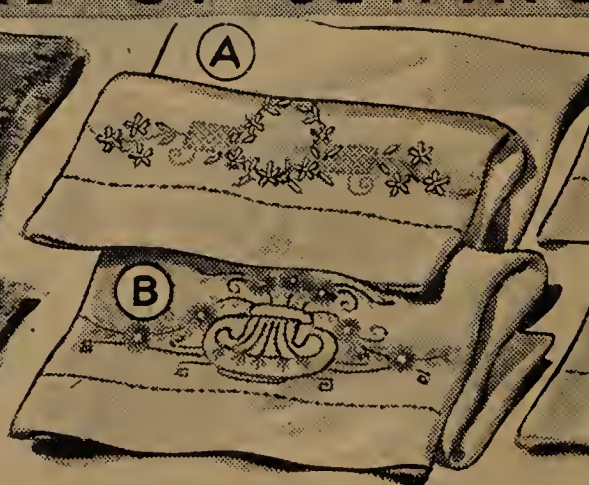
**85 X 1525—Pillowcases. Size about, 21x35 inches. Shpg. wt., 6 oz. Per Pair.... 56c**



**Dresser Scarf**

Good quality oyster bleached linen center. Three-inch colored, fringed cotton border. Serviceable quality very low priced for this sale. Soft pastel border shades of Rose Pink, Green, Orchid or Gold. State color. Size 13x42 inches. Shipping weight, 4 oz.

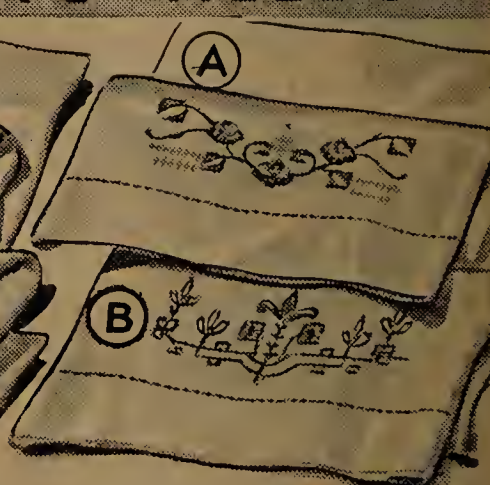
**19 X 9102—Each... 20c**



**Stamped Pillowcases**

Size about 20x32 inches. Made of good quality white cotton sheeting with 3-inch hemstitched hem. Neatly stamped with attractive needlework designs to be embroidered with lesson chart. State letter indicating pattern desired. Shpg. wt., 5 oz.

**85 X 1526 Per Pair..... 46c**



**Embroidered Cases**

Size 20x32 inches. Made of good quality white cotton sheeting with 3 inch hemstitched hem. Conventional designs embroidered in Rose, Blue or Gold. State color and letter indicating pattern desired. Shipping weight, 9 ounces.

**19 X 9101—Pair.. 51c**

**32<sub>2</sub>KCMNSEARS-ROEBUCK**





**18<sup>c</sup>**  
A BALL

BOILPROOF  
EMBROIDERY  
COTTON



Less than  
**2<sup>c</sup>** A SKEIN

IN 6-SKEIN LOTS

Mercerized 6 strand. Size 25 only. 8<sup>7</sup>/<sub>10</sub> yards to skein.

Colors: Black, White, Light Blue, Medium Blue, Delft Blue, Light Pink, Medium Pink, Dark Pink, Medium Brown, Lavender, Nile Green, Reseda Green, Navy Blue, Red, American Beauty, Medium Yellow, Orange, Coral, Leaf Green, Dark Yellow, Burnt Orange, Peacock Blue, Dark Delft, Rose, Dark Brown, Grass Green, Hunter's Green or Old Rose. State color. Shpg. wt., 2 oz.

85 X 4908 6 skeins.....10<sup>c</sup>



SMART KNITTERS  
SAVE ON  
YARNS AT  
*Sears!*

**Our Fastest Seller—Reduced!**

4-ply quality wool, full 2-ounce skeins. Long fiber and evenly spun. Will give longer wear and satisfaction than you'd expect to get from a yarn that is offered at this low sale price. Makes lovely sweaters, shawls, afghans. Colors: Corn, Nippon (Lt. Green), Emerald Green, Dk. Green, Peacock Blue, Sky Blue, Alice Blue, Royal Blue, Navy, Lilac, Amethyst, Lt. Pink, Dk. Pink, Old Rose, Scarlet, Cardinal, Maroon, Orange, Indian Orange, Dk. Brown, Copperust, French Beige, White, Med. Gray, Lt. Gray Mixed, Dk. Gray Mixed or Black. State color. Shipping weight, per skein, 3 ounces; 3 skeins, 8 ounces.

85 X 4622—2-oz. skein.....24<sup>c</sup>  
3 skeins.....69<sup>c</sup>

**24<sup>c</sup>**  
A SKEIN

**Best  
Grade—  
Priced Low!**

Evenly spun, wonderfully soft to the touch... long fiber high quality, 4-fold wool worsted yarn. Will give excellent wear. Full one-ounce balls for sweaters, afghans, children's clothes. Colors: Lt. Yellow, Spanish Yellow, Nippon (Lt. Green), Emerald Green, Dk. Green, Peacock Blue, Sky Blue, Alice Blue, Bluebird, Navy, Lilac, Baby Pink, Dk. Coral Pink, Casino Rose, Scarlet, Cardinal, Indian Orange, Dk. Brown, Copperust, French Beige, White, Lt. Gray or Black. State color. Shipping weight, ball, 2 ounces; 3 balls, 5 oz.

85 X 4611—1-oz. ball.....18<sup>c</sup>  
3 Balls.....53<sup>c</sup>

## WELCOME NEWS FOR BUSY NEEDLES

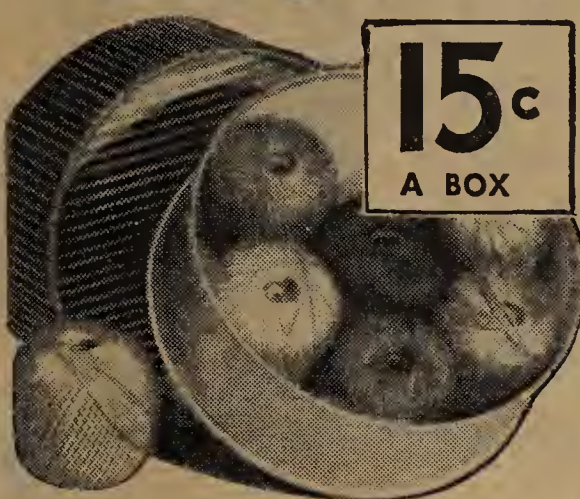


**18<sup>c</sup>**  
A BALL

—Smooth Finished Mercerized Cotton  
—Put up in 400-Yard Balls

Popular quality for dresses, blouses, sweaters. Has a beautiful luster which gives depth to the colors and adds greatly to the attractiveness of the finished garment. Colors: White, Black, Sand, Red, Maroon, Orange, Peach, Chamois Beige, Dk. Brown, Delft Blue, Navy, Yellow, Dale Green or Zinnia Red (Henna). State color. Shipping weight, 3 ounces.

85 X 1528—400-yard Ball....18<sup>c</sup>



**15<sup>c</sup>**  
A BOX

**Darning Cotton Bargain**

—30-yard, 2-end, 2-ply balls in 7 popular colors

—Lustrous mercerized finish

A practical handy assortment of all the yarns you'll need for family darning... at extra savings while Sale's on! Seven of the most popular colors that match stockings in an attractive powder box. Shipping weight, 3 oz.

85 X 1563—A Box.....15<sup>c</sup>



**29<sup>c</sup>**  
A HANK

**Favorite for  
Bedspreads**

—Natural color (unbleached) 800-yard hank  
—Soft finish 4-ply cotton, evenly spun

Special Sale price on this popular yarn for making bedspreads, chair sets, couch covers, dresser scarfs. This quality also used extensively for the new popular waffle weaving—the latest needlework vogue. See our big general catalog for waffle weave frame. Shipping weight, 7 ounces.

85 X 1529—Hank.....29<sup>c</sup>



**79<sup>c</sup>**  
EACH

**Garment Bag  
Bargain**

—Space for 8 garments  
—About 60 inches long  
—Steel Wire Frame  
—Snap Fasteners at Side  
—Attractive art ticking in Rose, Blue, Orchid, or Green. State color.

Saves many times its original cost in the protection it gives clothes. Shipping weight 1 lb. 8 oz.

85 X 5145—Ea...79<sup>c</sup>

**Hardwood Dress Hangers**

Specially priced waxed and polished. Won't splinter or catch in garments. Shpg. wt., 1 lb. 9 oz.

85 X 5217—10 for.24<sup>c</sup>



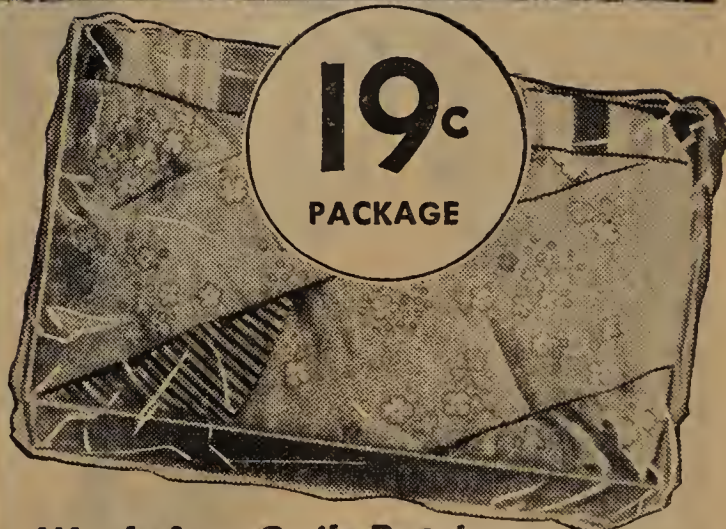
**4-Piece  
Stamped  
Linen Set**

**Embroider Your Own And Save!**

—15x35-Inch Scarf, Buffet Set of Two 8x11, and One 10x15-Inch Doilies.

Oyster bleach linen, neatly and plainly stamped for embroidery in attractive art Needlework design. Easy to embroider. In this Sale four pieces at the usual price of the scarf alone. Lace trimming not included. For special lace values see our big general catalog. Shpg. wt., 6 oz.

85 X 1527—One Scarf and 3-Piece Buffet Set.....40<sup>c</sup>



**19<sup>c</sup>**  
PACKAGE

**Wash-fast Quilt Patches**

—A generous Supply to Applique or Patch a Quilt Top.

A grand assortment of colored cotton prints for making pretty quilts. Patchwork designs and quilting chart included. Shpg. wt., 14 oz.

85 X 5775—Package.....19<sup>c</sup>

**Sears Book of Quilt Patterns**

**25c Value for 9c**

24-Page book of prize winning quilt patterns priced remarkably low to aid in your selection. Contains general instructions. Shpg. wt., 4 oz.

85 X 5778—Each.....9<sup>c</sup>





### New Marquisette Prints

—Sheer cotton marquisette.

Here's the answer to your demand for narrow curtains, new styles and low price. Patterns are as fast to sun and tub as any prints of this class. Washable. Colors: rose, blue, green or gold on cream ground. State color. Size, each side, 18 in. wide by 2 1/4 yards long. Shipping weight, 6 oz.

24 X 5292—Pair.....33c

## NARROW CURTAINS and a Sears Sale Price

Today's  
Value ~~45c~~

**33¢**

Any Style on this Page  
Full 2 1/4 Yards Long  
Lowest Price Yet

#### COLORS

Rose, Blue, Green or Gold  
on Cream Ground



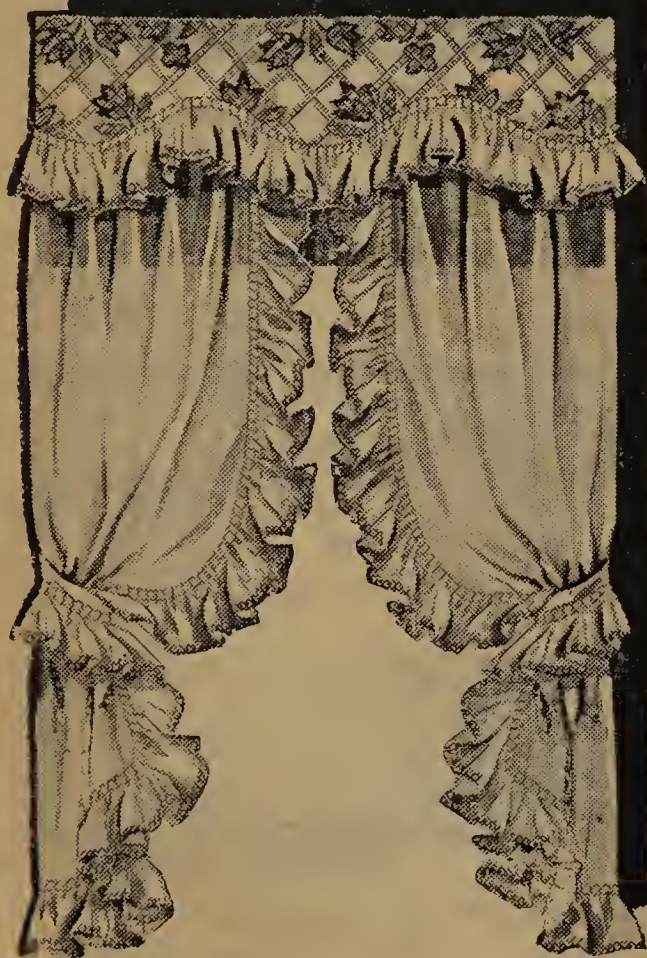
### Tailored, Colorful, Smart

—Cotton Voile.

Sunfast, tubfast colored ruffle top and rayon stitching. These narrow curtains supply the style. Sears low price supplies the saving. Colors: rose, blue, green or gold on cream ground. State color. Tiebacks included. Size, each side, 17 inches wide by 2 1/4 yards long. Shipping weight, 6 oz.

24 X 5253—Pair.....33c

**COULDN'T BE ANOTHER SALE LIKE THIS!**



### Gay Printed Valance

—Cotton Voile; printed valance.

This narrow five-piece set is better value at Sears. Price lowest; curtains longer. Designs are as fast to sun and tub as any prints of this class. Washable. Colors: Rose, blue, green or gold on cream ground. State color.

Size, each side 17 in. wide by 2 1/4 yds. long. 45-inch valance. Shipping weight 8 oz.

24 X 5294—Set.....33c

Our Fastest Selling  
Betsy Ross Style  
Our Biggest Bargain  
For Mail Orders Only



### Marquisette With Bluebird Flounce Colored Picot Edge

—Sheer cotton marquisette.

A Sears value never yet equaled. Imagine! Marquisette! And Sears panel is widest; design newest; price lowest. Picot edging an added feature. Bluebird flounce and valance are as fast to sun and tub as any prints of this class. Washable. Colors: Rose, blue, green or gold on cream ground. State color. Size, 38 inches wide by 2 1/4 yds. long. Shipping weight, 5 oz.

24 X 5296—Each... 33c



### 6-Piece Cottage Set

—Cotton Voile; pin dot print ruffles.

Even Sears narrow cottage set has decided advantages over ordinary curtains. Baby ruffles on upper and lower curtains in popular pin dot prints. Sears usual big saving. For kitchen, bathroom, pantry, hall, closets. As fast to sun and tub as any prints of this class. Washable.

Colors: Rose, blue, green or gold on cream ground. State color. Size, top curtains, each 17 by 42 in.; sash curtains, each 17 by 34 in. Shpg. wt., 7 oz.

24 X 5293—Set.....33c



Were ~~74<sup>c</sup>~~

**64<sup>c</sup>**

Any of These  
3 Styles

## CUSHION DOT *Grenadine*

**America's Peak Values for  
Low Prices and Large Sizes**

Unsurpassed value! It's Sears good size as well as Sears low mail order price that make them so. Four inches wider; three inches longer than usual curtains at this price.

Combed cotton grenadine. Fast color woven dots.

### Priscilla Style the Favorite

Size, each side 29 inches wide by 2 1/4 yards long. Colors listed in panel at left. State color wanted. Tiebacks included. Shipping weight, 8 oz.

24 X 5533—Pair.....**64c**

COLORS FOR  
24 x 5533—24 x 5535  
24 x 5549  
Fast Color Dots  
Rose • Blue  
Green  
Gold or Black  
on Cream Ground  
also  
White • Cream  
or Ecru  
with Self Color Dots



### Crisscross

Note large size. Makes our low sale price more impressive. Headed ready to hang on one rod. Size, complete width at top, 43 in.; each side 29 in. wide by 2 1/4 yards long. Tiebacks included. Colors listed in panel at left. State color. Shpg. wt., 8 oz.

24 X 5535—Pair.**64c**



### Cottage Set

Price cut, yet there's five inches extra width in this curtain. You know what that means in terms of style and value. Size, top curtains, each 26 by 45 in.; sash curtains, each 26 by 35 in. Colors listed in panel at left. State color. Shpg. wt., 8 oz.

24 X 5549—Set.**64c**

## This Price Will Sell Thousands COLORPLAID NET

Green

Gold

Rust

**77<sup>c</sup>** Tailored Curtains  
98c Everywhere  
We Know

No curtain fashion a real success until sponsored by Sears. Here's the popular sheer, open weave cotton net. Woven in colorful plaids. Hemmed at one side and bottom. Size, each side, 33 in. wide by 2 1/4 yards long. Colors: green, gold or rust. State color. Shpg. wt., 12 oz.

24 X 4949—Pair.....**77c**

### Yard Goods to Match

Width, 36 inches. Colors: green, gold or rust. State color. Shpg. wt., yard, 4 oz.

24 X 6813—A Yard.....**11 1/2<sup>c</sup>**

## Cushion Dot Grenadine with Colored Ruffles

**49<sup>c</sup>**

PRISCILLA or  
COTTAGE SET

### All Eyes on This BIG VALUE

—Sheer cotton Grenadine  
—Woven fluffy dots  
—Sunfast, tubfast colored ruffles

Unbelievable! Such a low price, such pretty styles. Colors: green, gold, blue or rose ruffles on cream ground; also white, cream or ecru with plain color ruffles. State color.

### Priscilla Style

Size, each side 21 inches wide by 2 1/4 yds. long. Shpg. wt., 7 oz.

24 X 5284.....**49c**  
Pair.....

### Cottage Set to Match

Proves best curtain values are at Sears. Same quality and colors as Priscilla style above. State color wanted. Size, top curtains each 21 by 45 inches; sash curtains, each 21 by 35 inches. Shipping weight, 7 oz.

24 X 5285—Set.....**49c**



SALE CLOSES  
FEB. 28, 1935

SEARS, ROEBUCK AND CO.

c

35



# Sheer MARQUINETTE Borderette Prints

**47<sup>c</sup>**  
Either Style



COLORS FOR  
24 x 5308 — 24 x 5309  
Rose • Green  
Blue or Gold  
on cream ground

Off Comes ~~57<sup>c</sup>~~ Price Tag. . . Quality the Same

A Sears Exclusive Style. . . A Sears Exclusive Saving

- Four to five inches wider than usual 57<sup>c</sup> curtains
- Combed cotton marquette
- Prints are as fast to sun and tub as any prints of this class. Washable.

## PRISCILLA Style

Size, each side 26 in. wide by 2 1/4 yds. long. Colors listed in panel above. State color. Shipping weight, 7 oz.

24 X 5308—Pair..... **47<sup>c</sup>**

## 6-Piece COTTAGE SET

Size, top curtains, each 24 by 45 in., sash curtains, each 24 by 35 in. Colors listed in panel above. State color. Shpg. wt., 7 oz.

24 X 5309—Set..... **47<sup>c</sup>**

Money to be Saved  
Get That "Buy Now"  
Spirit of Sears  
GREATEST SALE..



Rose

Orchid

Blue

Gold

Green

Sears Low Price

**37<sup>c</sup>** EACH

## Betsy Ross Style Marquette Prints

—Fast color ruffles

Value imitated, but never equaled. Smart Betsy Ross panel with cornice valance. Designs are as fast to sun and tub as any prints of this class. Washable. Colors: rose, orchid, blue, gold or green on cream ground. State color. Size, 39 in. wide by 2 1/4 yards long. Shipping weight, 5 oz.

24 X 5297—Each... **37<sup>c</sup>**



## Small Window Styles to Match

### 1 1/4-Yd. Length

Same quality and colors as curtains listed at the left. State color. Size of each side, 23 in. wide by 45 in. long. Shipping weight, 5 oz.

24 X 5190 **37<sup>c</sup>**  
Pair.....

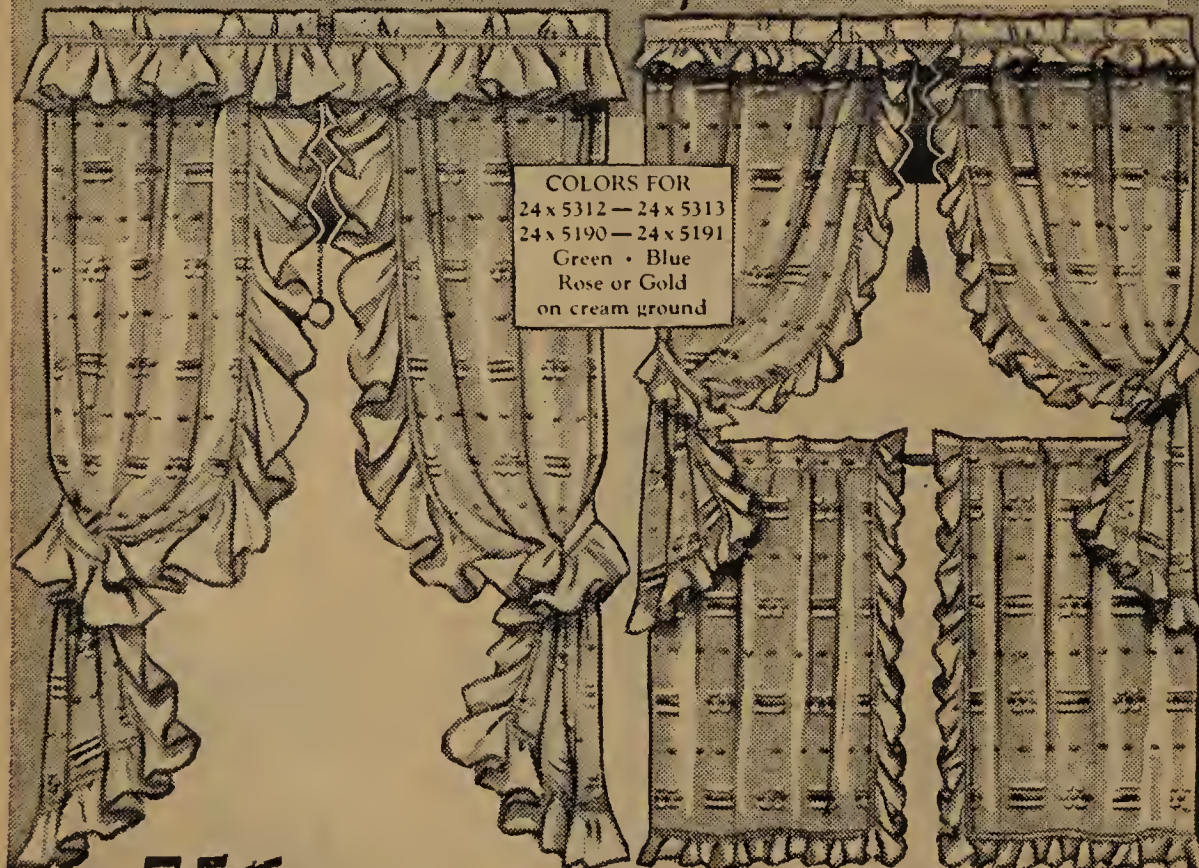
### Sash Curtains

Same quality and colors as curtains listed at the left. State color. Size, each side 23 in. wide by 35 in. long. Shipping weight, 4 oz.

24 X 5191 **27<sup>c</sup>**  
Pair.....

# Sheer GRENADINE New Woven Figures

**59<sup>c</sup>**  
Either Style



COLORS FOR  
24 x 5312 — 24 x 5313  
24 x 5190 — 24 x 5191  
Green • Blue  
Rose or Gold  
on cream ground

~~75<sup>c</sup>~~ Is the Usual Price for This Quality

Takes Sears to Save You Money and Guarantee Quality

- Combed cotton grenadine. Ruffles finished in colored rayon stitching
- Smart triple-dash-dot woven figures are SUNFAST and TUBFAST

## PRISCILLA Style

Size, each side 25 in. wide by 2 1/4 yds. long. Colors listed above. State color. Shipping weight, 7 oz.

24 X 5312—Pair..... **59<sup>c</sup>**

## 6-Piece COTTAGE SET

Top curtains, each 23 by 45 in.; sash curtains, each 23 by 35 in. Colors listed above. State color. Shpg. wt., 7 oz.

24 X 5313—Set..... **59<sup>c</sup>**

**36 c SEARS, ROEBUCK AND CO.**

THESE LOW PRICES  
FOR MAIL ORDERS ONLY



The Swagger  
TODAY'S  
VALUE ~~85c~~

**69c**  
A PAIR

With Extra  
Colored Ruffle

—Combed Cotton  
Marquisette

World beater value!  
First time, we're sure,  
any store ever achieved  
a price so low on Sears  
successful swagger style.  
So lovely with extra col-  
ored ruffle! Colors: Cream  
with fast color rose,  
blue, green, gold or or-  
chid ruffle. State color.  
Size, draped side 35 in.  
wide by 2½ yds. long;  
straight side 27 in. wide  
by 2½ yds. long. Requires  
a double rod for hanging.  
Shpg. wt., 7 oz.  
24 X 5576—Pair 69c



Today's Value ~~29c~~  
EACH

**4 for**  
**89¢**  
39-Inch Width



# All Combed Cotton MARQUISSETTE

*Sears Sale Prices + Sears Regular Quality*

*Priced  
to Sell*

TODAY'S  
VALUE ~~45c~~

**33c**

A PAIR

*Over  
100,000 Pairs*



## Priscilla Style

"Sears stand apart," said the manu-  
facturer, "if you insist on maintaining  
quality. Other buyers are stepping  
down quality of marquisette to meet  
price." "Let them," we replied, "but  
Sears standards must be upheld."

Colors: White, cream or ecru.  
State color wanted. Size, each side,  
21 inches wide by 2¼ yards long.  
Shipping weight, 7 ounces.

24 X 5298—Pair..... 33c

## Tailored Pairs

Sears maintain quality and meet  
competitive prices by better buying.  
Same reliable quality marquisette  
you've always bought at Sears.  
Priced down to rock bottom.

Colors: White, cream or ecru.  
State color wanted. Hemmed at  
one side and bottom. Size, each side  
21 inches wide by 2¼ yards long.  
Shipping weight, 5 ounces.

24 X 4944—Pair..... 33c

## Sears Price Lowest... Fastest Selling Panel

Thousands will buy at this low price, confident  
that Sears are safe-guarding quality. Buy now, all  
you'll need. Sale closes Feb. 28. Trimmed with rayon  
covered bullion fringe. Colors: Cream or ecru.  
State color wanted.

Length, 2¼ Yards

39-Inch Width

Shpg. wt. of 4, 15 oz.

24 X 4800 89c  
4 for.....

48-Inch Width

Shpg. wt., each, 6 oz.

24 X 4802 32c  
Each.....



## Buy Yard Goods to-Match Our Quality Maintained

Combed Cotton Marquisette. Colors: White, cream  
or ecru. State color. Shpg. wt., yd., 4 ounces.

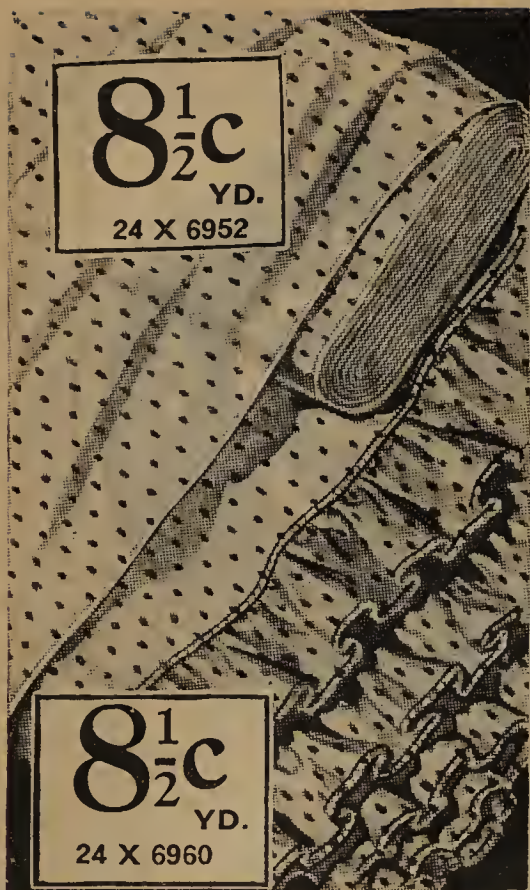
39-Inch Width 48-Inch Width  
24 X 6974—A Yd. 61½c 24 X 6975—A Yd. 10c

SEARS, ROEBUCK AND CO.

c

37





## PIN DOT PRINTS First Time So Low

—Cotton Voile; pin dot prints

Sears bought an extra big quantity so you could enjoy an extra big saving. Crisp, neat, and a world of good value. Prints are as fast to sun and tub as any prints of this class. Washable. Colors: blue, rose, gold, green or orchid on cream ground. State color wanted.

**39-Inch Width (Not Ruffled)**

Shpg. wt., yd., 4 oz. **24 X 6952—A Yard.....8 1/2c**

**19-Inch Width (Ruffled)**

Shpg. wt., yd., 3 oz. **24 X 6960—A Yard.....8 1/2c**



## FRENCH MARQUISEE Millions Will Save Here

—Sheer cotton Marquisee

News for needles! Extra big saving at Sears. Enormous quantities specially bought. Low prices good only until February 28th.

Colors: white, cream or ecru. State color wanted.

**36-Inch Width**

Shpg. wt., yd., 3 oz.

**24 X 6863 A Yard.....6c**

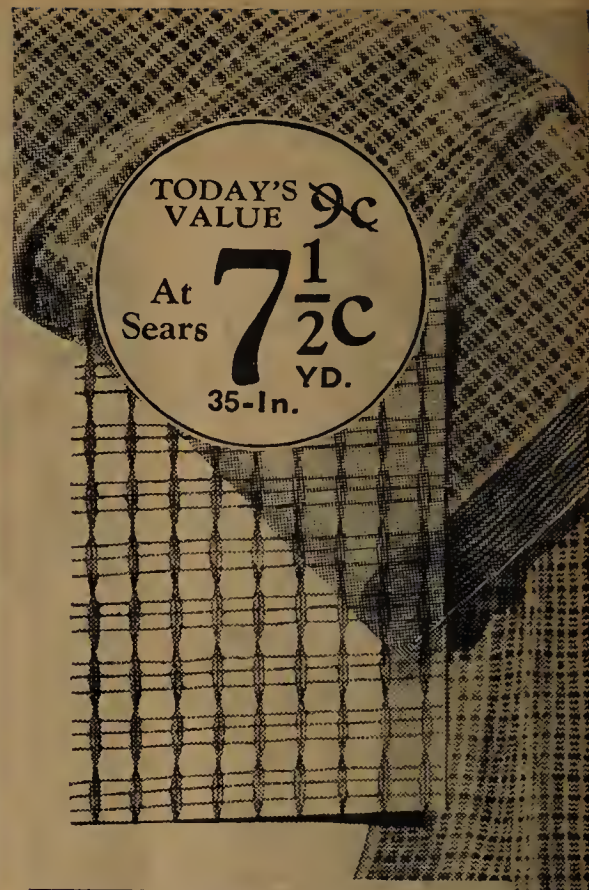
**48-Inch Width**

Shpg. wt., yd., 4 oz.

**24 X 6860 A Yard.....9 1/2c**

### Our Better Quality, Sale Priced

**39-Inch Width.** Sheer, fine, strong. Combed mercerized cotton yarns. Ribbon selvage. Colors: white, cream or ecru. State color. Shpg. wt., yd., 3 oz. **24 X 6919—A Yard.....10c**



## MISSION NET Down Go Prices

—Open weave cotton net

Another wonder value. Just the price you've waited for. Savings that mount up big, for it's the lacy net you can use for every window, door and transom. Order today

Color: ecru.

**35-Inch Width**

**24 X 6864**

Shpg. wt., yd., 4 oz.

**A Yard..7 1/2c**

**48-Inch Width**

**24 X 6879**

Shpg. wt., yd., 5 oz.

**A Yard..12c**

# Curtain Fabrics . . Savings for the Nation

**Cushion Dot Figured Grenadine**  
Price is Down to "Scratch"

—Woven dots and figures. —Width, 22 inches

High-value-point Sears big Sale. Lowest price, we're sure, for this quality cotton grenadine. Sunfast-tubfast colored dots; figures; pastel grounds. State pattern number and color wanted. Shpg. wt., yd., 3 oz.

<b>Colored Dots</b>	<b>Pastel Grounds</b>
Rose, blue, green, gold or orchid dots on cream ground; also white, cream or ecru with self-color dots.	Rose, blue, green, gold or orchid with white dots.
<b>24 X 6826</b>	<b>24 X 6827</b>
<b>A Yard.....8c</b>	<b>A Yard.....8c</b>

**38c SEARS**

**COTTON VOILE Prints**  
Low Price—New Designs

—Width, 39 inches

Below last years sale price; that tells you what a value it is! New floral design and neat coin dot, as fast to sun and tub as any prints of this class. Washable.

Colors: blue, rose, gold, green or orchid on cream ground. State color and pattern number wanted. Shipping weight, yard, 4 oz.

**24 X 6825—A Yard..8 1/2c**

**FOR MAIL ORDERS ONLY!**



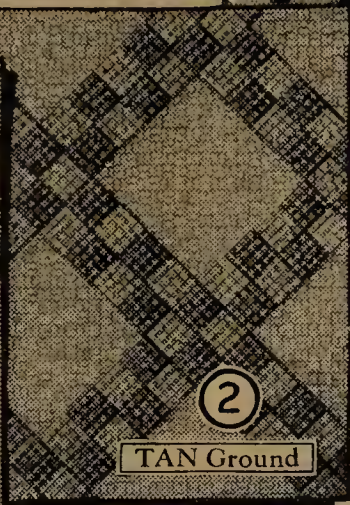
9 $\frac{1}{2}$ c

A YARD

Today's Wholesale Cost



①  
TAN Ground



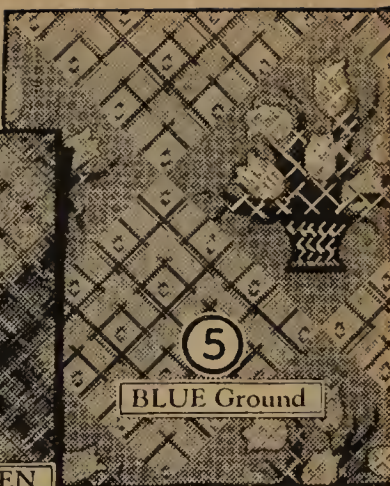
②  
TAN Ground



③  
BLACK Ground



④  
TAN and GREEN



⑤  
BLUE Ground

## Modern Home CRETONNE

—Gay 1935' designs

—Width, 35 inches

It's a fact! Just about wholesale cost if bought to-day. Shows how Sears foresight saves you money. New styles for draperies, pillows, covers; (5) a patchwork effect for quilts. State pattern number. Shpg. wt., yard 6 oz.

24 X 6108—A Yard..... 9 $\frac{1}{2}$ c

These Prices for  
Mail Orders Only

## Sunfast WOVEN CRASH



\$1<sup>79</sup>  
Pair

29c  
A Yard

### Smart, Colorful, Popular We Bring Prices Down

—Heavy quality cotton crash

It paid you well to defer buying until Sears offered you this new fashioned crash. Lowest price anywhere for this good heavy quality. Designs are woven in. Colors are bright, decorative, sunfast. One combination of green and rust on natural tan ground.

#### DRAPES

2 $\frac{1}{4}$  Yards Long

Each Side 32 in. wide

Pinch pleated over buckram. Tiebacks and 12 pin-on drapery hooks included. Shipping weight, 2 lbs. 9 oz.

24 X 3760 Pair.....\$1.79

#### YARD GOODS

Width, 35 in.

Usual heavy 39c quality. Shpg. wt., yard, 10 oz.

24 X 6380 A Yard..29c

## Sunfast DAMASK



\$1<sup>29</sup>  
Pair  
24 X 3758

36-in.  
24c  
Yd.

### "MOSS" Ground, It's Newest and Lowest Priced at Sears

—Rayon and cotton damask in a new weave

Newest texture, popular quality; wanted colors—"Plus-price" features at most stores. No frills in Sears low price; just saving for you. Colors: red, green, rust, blue, rose, gold or mulberry. State color.

#### DRAPES 2 $\frac{1}{4}$ Yds. Long

Pinch pleated over buckram. Tiebacks and drapery hooks included. Illustration shows 32-inch width.

Each Side 16 In. Wide  
Shpg. wt., 1 lb. 2 oz. \$1.29  
24 X 3758—Pair.

Each Side 32 In. Wide  
Shpg. wt., 2 lbs. 3 oz. \$2.49  
24 X 3759—Pair.

#### YARD GOODS

36-In. Width  
Shpg. wt., yd., 6 oz.

24 X 6306 A Yard....24c

50-In. Width  
Shpg. wt., yd., 9 oz.

24 X 6307 A Yard....39c

## Bargains! SUNFAST RAINBOW JASPE' CLOTH

79c

### STUDIO COUCH COVER

Pay Less at Sears

—Piped with contrasting color

Woven! Rainbow colors; smarter than plain fabric. Only at Sears these desirable features in a cover so low priced. Length, 107 in. Width across top 35 inches with 17-inch drop on three sides. Ample tuck-in for back when couch is against wall. Ruffled flounce across front. Colors: Green, rust or blue. State color. Shpg. wt., 1 lb. 3 oz.

24 X 3903.....79c

#### Pillow to Match Couch Cover

Cotton filled. State color. Size, 15 by 19 inches. Shipping weight, 1 lb. 6 oz.

24 X 3853—Each.....33c

10c  
A Yard

### JASPE'

By the YARD to MATCH  
Lowest Price of All

—Width, 34 inches

Woven Rainbow Jaspe cloth, the one that's in such demand. Smarter than plain Jaspe cloth. Low priced as usual. Colorful, practical, long wearing. Just the fabric for slip covers, pillows and drapes. Colors: rust, green or blue. State color wanted. Shipping weight, yard, 5 ounces.

24 X 6283—A Yard.....10c

SEARS, ROEBUCK AND CO.

CBP

39





Today's Value ~~\$1.39~~  
**\$1.10**  
 PAIR



**\$1.88**  
 PAIR  
 70x80 Inch

## The SAVING Goes to You

Yarns and Labor Alone Cost This Today  
 Size, 70x80 Inches

—Woven of sturdy American grown cotton

Bought when cotton was low. Priced to you on that low cost. Colorful plaids of rose and white; blue and white or green and white. State color wanted.

A PAIR of Blankets		SINGLE Blanket	
Wt. pr., 2 lbs. 6 oz.		Wt. each, 1 lb. 3 oz.	
Shpg. wt., 2 lbs. 9 oz.		Shpg. wt., 1 lb. 6 oz.	
24 X 7056		24 X 7057	
A Pair.....		Each.....	
<b>\$1.10</b>		<b>56c</b>	



**COLORS**  
 Rose  
 Blue  
 Green  
 or  
 Orchid

**\$1.48**  
**BIG**

SIZE • VALUE

Cotton Filled

Cut Size, 72x84 In.

Weight 3 3/4 lbs.

Cotton silkoline covered comforter; printed top; plain color back. Tufted. Finished sizes measure less than cut sizes. Colors listed in panel at left. State color. Shpg. wt., 4 lbs. **\$1.48**  
 24 X 8038..

## CANNON'S Part Wool

Not Less Than 5% Wool

—Double bed size under Two Dollars

—Woven of sturdy American grown and imported cottons with live wool added for warmth

Priced way low. Unequaled! Even former great Sears values will be overshadowed. Sateen binding. Colorful plaids of rose and white; blue and white; green and white or orchid and white. State color wanted.

Size, 70x80 Inches	Was
Wt. Pair, 3 1/4 lbs.	Size, 72x84 Inches
Shpg. wt., 3 lbs. 9 oz.	Wt. Pair, 4 lbs.
24 X 7440—A Pair	24 X 7430—A Pair..
<b>\$1.88</b>	<b>\$2.25</b>



**89c** CRIB  
 BLANKET

PEPPERELL  
 Quality

36x50 Inches

Price Cut from \$1.00

Sateen bound. American and Imported cottons. Boxed. Colors: pink or blue with white. Colors reversed on back. State color. Shpg. wt., 1 lb. 13 oz.

24 X 7774 **89c**  
 Each.....

## JUST ONE BARGAIN AFTER ANOTHER

**38c**  
 EACH

**COLOREDGE MISSION NET**  
 Save! Double-Thread Quality

—Two-ply cotton yarns; long wearing

Colored woven border; a distinctive style, exclusively Sears. Sharply reduced prices until Feb. 28th. Finer looking than most nets; proves its strong two-ply construction by giving longer wear. Colored woven borders: red, green or brown. Ecru ground. State color wanted..

**Panel Curtain**

Hemmed bottom. Size, 35 in. wide by 2 1/4 yards long. Shpg. wt., 7 oz.

24 X 2661

Each..... **38c**

**Yard Goods**

Width, 35 in. Shpg. wt., yard, 4 ounces.

24 X 6871

A Yard..... **15c**

**15c**  
 A YD.

**MARQUISSETTE Prints**  
 Price Reduced

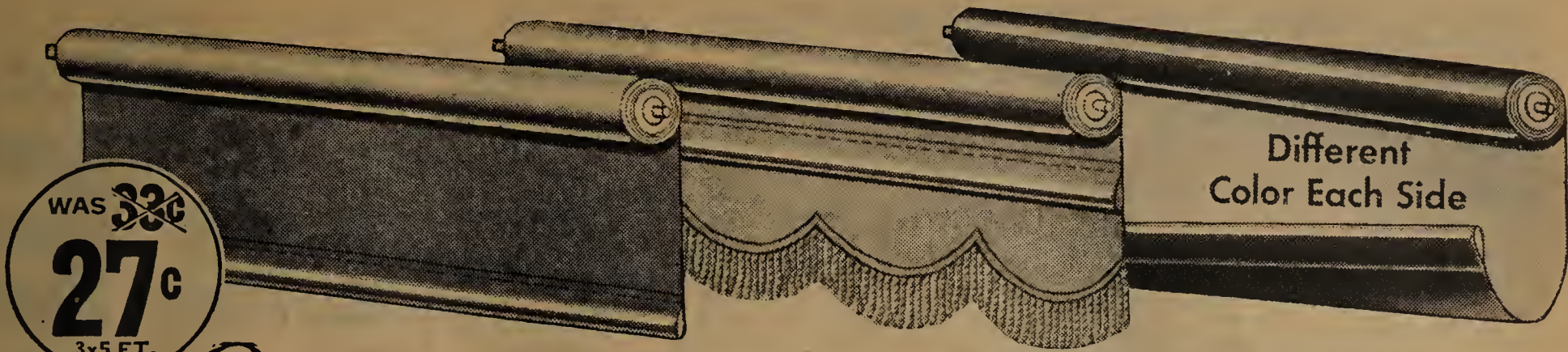
—Sheer cotton marquisette —Width, 36 in.

New, colorful; unusually pretty designs. Looked so good to us we bought an enormous quantity so we could sell at the lowest price we know of anywhere. Colors: blue, rose, gold or green predominating on cream ground. State color and pattern number wanted. Shipping weight, yard, 3 ounces.

24 X 6824—A Yard..... **8c**

**8c**  
 A YARD





WAS ~~32c~~  
**27c**  
3x5 FT.

Different  
Color Each Side

## Pioneer... Best WATER COLOR SHADES Made

Prices cut every penny possible on popular sizes. Additional savings 6c to 30c for this sale only.

You can be sure of quality, too, at Sears. Best grade water color shade made. Tested six times for imperfections.

### Plain Hemmed Shades

Colors: sand, buff, light brown or non-transparent dark green. State color wanted. Mounted on patent spring rollers. Shipped at once from stock.

#### WIDTH OF CLOTH, 36 INCHES

Length, 5 Feet Shpg. wt., 1 lb. 11 oz.	Length, 6 Feet Shpg. wt., 1 lb. 14 oz.	Length, 7 Feet Shpg. wt., 1 lb. 15 oz.
24 X 1006	24 X 1001	24 X 1021
<b>27c</b>	<b>32c</b>	<b>39c</b>

NO EXTRA CHARGE for widths cut down less than 36 inches. State width.

### Scalloped and Fringed

Colors: sand, buff, light brown or non-transparent dark green. State color. Trimmed with 2-inch rayon covered bullion fringe. Shipped at once from stock.

#### WIDTH OF CLOTH, 36 INCHES

Length, 5 Feet Shpg. wt., 1 lb. 12 oz.	Length, 6 Feet Shpg. wt., 1 lb. 13 oz.	Length, 7 Feet Shpg. wt., 2 lbs.
24 X 988	24 X 990	24 X 992
<b>44c</b>	<b>48c</b>	<b>52c</b>

State whether measurements are for inside or outside brackets.

### Duplex Shades

Dark color outside; light color inside; dark green and buff or dark green and white. State color combination. Patent spring rollers. Shipped at once from stock.

#### WIDTH OF CLOTH, 36 INCHES

Length, 5 Feet Shpg. wt., 1 lb. 14 oz.	Length, 6 Feet Shpg. wt., 2 lbs.	Length, 7 Feet Shpg. wt., 2 lbs. 2 oz.
24 X 968	24 X 970	24 X 972
<b>35c</b>	<b>41c</b>	<b>46c</b>

NO EXTRA CHARGE for widths cut down less than 36 inches. State width.

## SEARS LOW PRICES GO STILL LOWER



These Low Prices  
for Mail Orders  
Only

WAS ~~47c~~  
**36c**  
32 in. x 5 ft.

### EXCEL Oil Opaque

Savings on every size; prices cut 8c to 20c. The most for your money when you buy famous EXCEL quality. Linseed oil colors brushed in by machine. Smooth textured, evenly colored, long wearing.

Colors: sand, buff, light brown or non-transparent dark green. State color wanted. Mounted on nickel trimmed rollers. Shipped at once from stock.

#### WIDTH OF CLOTH, 32 INCHES

Lgth., 5 ft. Shipping weight, 1 lb. 11 oz.	Lgth., 6 ft. Shipping weight, 1 lb. 13 oz.	Lgth., 7 ft. Shipping weight, 1 lb. 15 oz.
24 X 1124	24 X 1119	24 X 1139
<b>36c</b>	<b>42c</b>	<b>48c</b>

#### WIDTH OF CLOTH, 36 INCHES

Lgth., 5 ft. Shipping weight, 1 lb. 13 oz.	Lgth., 6 ft. Shipping weight, 2 lbs.	Lgth., 7 ft. Shipping weight, 2 lbs. 2 oz.
24 X 1125	24 X 1120	24 X 1140
<b>41c</b>	<b>47c</b>	<b>52c</b>

NO EXTRA CHARGE for widths cut down less than above widths. State width.

WAS ~~40c~~  
**35c**  
3x5 FT.

### Domestic Holland

Smooth, glossy finish resists soiling. Save on every size. 5c cut on popular 5-foot size. Everyone likes their practical features and attractive appearance.

Colors: cream, pongee or non-transparent green. State color wanted. Mounted on patent spring rollers. Shipped at once from stock.

#### WIDTH OF CLOTH, 36 INCHES

Length, 5 Feet Shpg. wt., 1 lb. 10 oz.	Length, 6 Feet Shpg. wt., 1 lb. 11 oz.	Length, 7 Feet Shpg. wt., 1 lb. 13 oz.
24 X 1249	24 X 1250	24 X 1251
<b>35c</b>	<b>40c</b>	<b>45c</b>

NO EXTRA CHARGE for widths cut down less than 36 inches. State width.

6 FOR  
**39c**  
24 X 950

### Embossed Fiber

CUT SIZE, 36 IN. WIDE;  
6 FEET LONG

Lowest prices ever! Embossed design. Suitable for use in attic, basement, garage; for your home too. Tacks included. Colors: tan or green. State color. Shipped at once from stock.

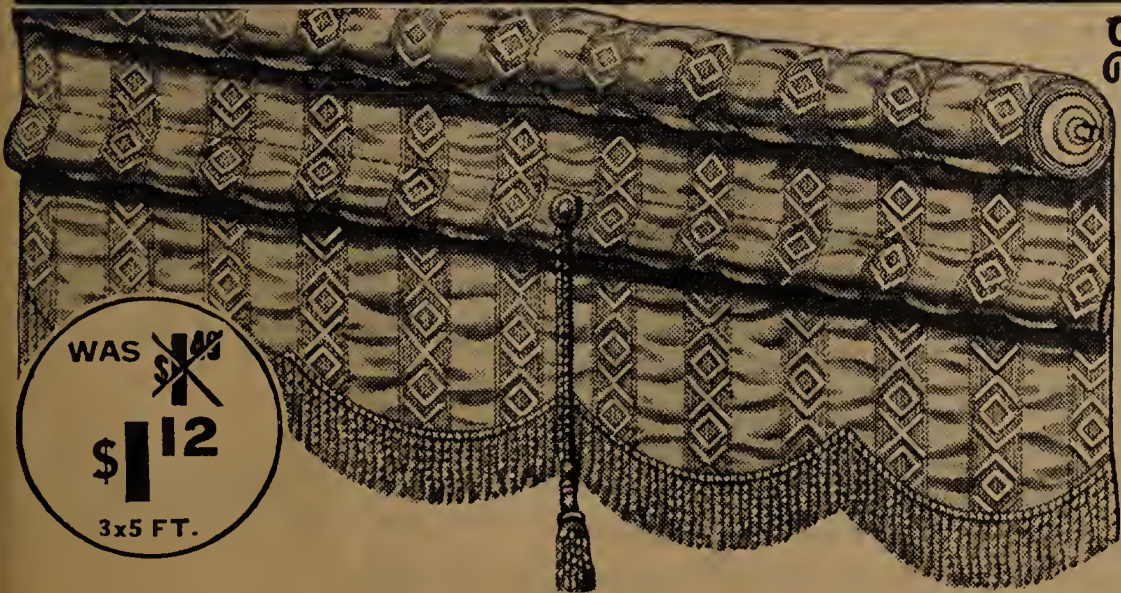
#### Without Rollers

Shpg. wt. for 6,  
3 lbs. 2 oz. **6 for 39c**

#### Mounted on Rollers

Same as above, but complete with rollers, wood slat, brackets and nails. Shpg. wt., each,  
1 lb. 9 oz. **17c**  
24 X 951—Each...

## PRICES CUT... ENCOURAGING USE OF FINER QUALITY



WAS ~~\$1.49~~  
**\$1.12**  
3x5 FT.

### Washable Pre-Shrunk AUSTRIAN SHADES

Save Most on Fine Quality, Too

- Rayon Tassel and decorative button fastener
- Cream color. Double-ply combed cotton yarns

Exceptional! Rock bottom sale prices on this high style shade. 37c to 47c saving on Sears regular high grade quality. Mounted on nickel trimmed rollers. Scalloped and trimmed with rayon covered bullion fringe. Shipped from our Chicago factory.

#### CUT ANY WIDTH UP TO 36 INCHES

Length, 5 ft. Shpg. wt., 1 lb. 14 oz.	Length, 6 ft. Shpg. wt., 2 lbs.
24 X 1757	24 X 1758
<b>\$1.12</b>	<b>\$1.22</b>

State whether measurements are for inside or outside brackets.





# Send for This **FREE BOOK** Full of Information

TELLS HOW  
YOU MAY SECURE A  
MODERNIZING LOAN  
FROM *Sears* UNDER THE

## NATIONAL HOUSING ACT

### Materials Eligible for Loan

These and many other improvements are included in the Modernization Credit Plan. If your needs are not listed here, tell us what you want and we will advise you if it comes within the scope of the act.

PLUMBING  
WATER PUMPS  
SEWAGE DISPOSAL  
HEATING PLANTS  
LIGHTING FIXTURES  
FARM LIGHTING  
PAINTING NEEDS

BARN EQUIPMENT  
DAIRY EQUIPMENT  
VENTILATORS  
ROOFING  
CORN CRIBS  
PIT SCALES  
WINDMILLS

### Mail Coupon **TODAY**

SEARS, ROEBUCK and CO.

Please send me free copy of your Home Modernizing Book A8100X:

I am interested in .....

PLEASE WRITE NAME AND ADDRESS PLAINLY

Name .....

Postoffice .....State.....

Rural Route.....Box No.....

Street Address.....

42 MNKC SEARS, ROEBUCK AND CO.

A8100X

### ● NO MONEY DOWN

### ● NO ENDORSERS

### ● NO RED TAPE

### ● NEW LOW RATES

### ● UP TO 3 YEARS TO PAY

Now—borrow the money you need—for farm, home, or property modernization or repair—at the most liberal terms ever offered, together with the lowest financing costs in history for this type of loan!

Loans can be paid off at rates as low as \$7.50 a month with no “Down Payments.”

You borrow on your character—on your credit standing and ability to pay.

The only condition is that you own the property and use the money for “built-in” improvements or repairs. Loans *cannot* be made to reduce existing mortgages, pay taxes, purchase farm implements, build a new home or similar projects.

Send for the booklet NOW! Learn how you can obtain your loan as well as make a substantial saving on all the necessary materials by dealing direct with Sears!



# Carpet Warp Specials

WHITE

**21¢**

**SAMPSON**  
1/2-lb. Tube

## SAMPSON BRAND

Thousands of you who were acquainted with our old-time Sampson Warp will welcome this opportunity to buy it again; especially when it's so low priced. Made from good staple cotton, four plies strong. These special prices 'till February 28th only. Put up in half pound tubes. Shpg. wt., per tube, 10 oz.

97 X 2716—Colors at right. State color. **22 1/2¢**  
Half Pound Tube

97 X 2718

CREAM-WHITE. Half-Pound Tube... **21¢**

WHITE  
**22¢**  
MAYSVILLE  
1/2-lb. Tube

COLORS:

Black  
Dark Brown  
Myrtle Green  
Medium Blue  
Orange  
Red  
Yellow

## MAYSVILLE HIGH QUALITY

Special sale savings, too, on Maysville—the lustrous four-ply warp yarn thousands prefer for rug and carpet weaving. Guaranteed highest yardage—fewer knots per spool. Even dying—free from streaks. Tube wound, insuring tight even threading of the loom. Put up in half pound tubes. Shipping weight, per tube, 10 oz.

97 X 2706—Colors at left. State color. **24¢**  
Half-Pound Tube

97 X 2708

CREAM-WHITE. Half-Lb. Tube... **22¢**

**17¢**  
A Ball

### MAYSVILLE Homecraft RUG YARN

Fluffy wool-like cotton yarn in 100-yard balls. Used for knitting and with Sewing guide shown at right. **COLORS:** Black; Brown; Blue; Green; Lilac; Old rose or Tango yellow. State color. Shpg. wt., 5 oz.

97 X 2704 Per 4-oz. Ball... **17¢**

**15¢**  
Pad

### IRONING PAD Or COVER

**PAD**—55 inches long, fits standard size ironing boards. Non-inflammable white fiber with overcast stitched edges.

Shpg. wt., 1 lb. 2 oz.  
97 X 2421 **15¢**  
Each.....

#### Sheeting Cover

Good sheeting cover that laces on board. Shpg. wt., 5 oz.  
97 X 2422 Ea. **15¢**

**17¢**  
A YD.

### OILCLOTH Bargain Offering

Our regular good quality. Value seldom seen at this low price. Patterns similar to illustration:

(1) Plain white;  
(2) Blue or Green;  
(3) Blue or Green.

State pattern and color. Width, 46 in. Shpg. wt., per yd. 1 lb.

97 X 2164 **17¢**  
A Yard.....

**25¢**  
Complete

### HOME CRAFT Sewing Guide

Simple-to-use, this slotted device for making rugs on your sewing machine. Has improved stainless steel cutting edge. (Can be used with or without the cutting attachment.) Book of instructions included. Shpg. wt., 4 oz.

97 X 2703 **25¢**  
Complete.....

## USE YOUR CREDIT AT *Sears* ON ORDERS OF \$20.00 or MORE

**\$3** DOWN  
Brings  
You as  
Much  
as \$30.00 Worth

Sears Easy Payment Terms give you a chance to buy many things NOW that you probably could not get right away if you had to have ready cash. Now you can get those things while savings are greatest, and pay for them a little each month.

Much of the merchandise offered in this sensational sale may be bought on Sears Easy Terms. Included are

<b>Furniture</b>	<b>Farm Equipment</b>	<b>Harness</b>
<b>Floor Coverings</b>	<b>Incubators</b>	<b>Saddles</b>
<b>Silverware</b>	<b>Brooders</b>	<b>Water Supply</b>
<b>Radios</b>	<b>Cream Separators</b>	<b>Systems</b>
<b>Stoves</b>	<b>Economy Engines</b>	<b>Electric Fixtures</b>
<b>Washing</b>	<b>Milking Machines</b>	<b>Roofing</b>
<b>Machines</b>	<b>Plumbing Goods</b>	<b>Fencing</b>

Some of the items in the list show special terms on the pages where they are described. However, such items can be included with other goods that are sold on credit, and the entire order, provided it amounts to \$20.00 or more, can be bought on the terms shown at the right.

It's easy to buy on Sears Easy Payment Plan. Simply pick out the things you want, that are sold on credit, add the total cash price and allow the required amount for Easy Payments as shown at the right. Write your order on the easy payment side of the enclosed order blank. Send along the required deposit, and pay the balance a little each month.

### USE THIS TABLE TO FIGURE EASY PAYMENT TERMS

If Cash Price of Order is:	Add for Easy Payments	Deposit	Monthly Payments
\$20.00 to \$25.00	\$2.50	\$3.00	\$4.00
25.01 to 30.00	3.00	3.00	5.00
30.01 to 35.00	3.50	4.00	5.00
35.01 to 40.00	4.00	4.00	5.00
40.01 to 45.00	4.50	5.00	5.00
45.01 to 50.00	5.00	5.00	5.00
50.01 to 60.00	5.50	5.00	6.00
60.01 to 70.00	6.50	6.00	7.00
70.01 to 80.00	7.50	7.00	7.00
80.01 to 90.00	8.50	8.00	8.00
90.01 to 100.00	9.50	9.00	8.00
100.01 to 125.00	11.00	10.00	9.00
125.01 to 150.00	13.00	12.50	10.00
150.01 to 175.00	15.00	15.00	11.00
175.01 to 200.00	17.50	17.50	12.00
200.01 to 225.00	20.00	20.00	14.00
225.01 to 250.00	22.50	22.50	15.00
250.01 to 275.00	25.00	25.00	16.00
275.01 to 300.00	27.00	27.50	17.00
300.01 to 325.00	29.00	30.00	
325.01 to 350.00	32.00	32.50	
350.01 to 375.00	34.00	35.00	
375.01 to 400.00	36.00	37.50	
400.01 to 425.00	38.00	40.00	
425.01 to 450.00	40.00	42.50	
450.01 to 475.00	42.00	45.00	
475.01 to 500.00	44.00	47.50	

We shall be glad to answer any inquiries you may care to make in regard to credit terms. Write to Sears Personal Service Dept.  
Use the Easy Payment side of Order Blank Enclosed



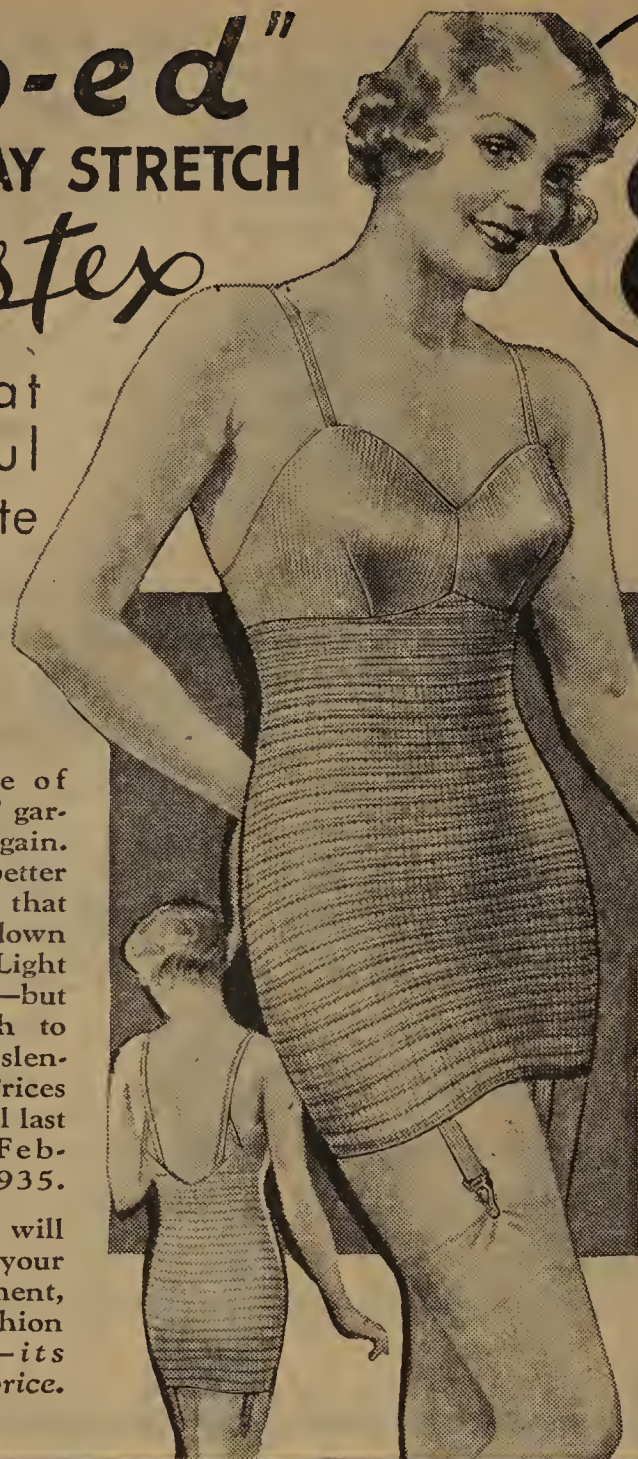
# "Co-ed" 2-WAY STRETCH Lastex

For That  
Youthful  
Silhouette

Bargain  
Priced!

Every one of these "Co-ed" garments is a bargain. Made of the better grade Lastex that stretches up, down and across. Light as an undie—but strong enough to restrain the slender figure. Prices listed here will last only until February 28, 1935.

Like us, you will be proud of your "Co-ed" garment, proud of its fashion rightness—its thrilling low price.



Sale  
Price!

89¢

Sale  
Closes  
Feb. 28,  
1935

69¢

Knit to Fit  
the Figure

Lastex

69¢  
WITHOUT  
GARTERS

Also  
with  
Garters  
75¢

## All-In-One

It's shaped in the knitting! Narrowed at the waist, fitted at the hips! Rayon Jersey bust. Elastic shoulder straps "forked" at back. We believe this the lowest price anywhere for a knit-to-fit Lastex foundation of this fine quality. Full length. Even bust sizes, 30, 32, 34 and 36 in. Give bust and hip measures over dress. Shpg. wt., 8 oz.  
18 X 113 89c  
Peach..... 89c

## Step-In

Real Lastex wears better, washes better! And it generally costs a great deal more than we ask here! That's why we urge you to buy this smart, figure-smoothing Step-in Girdle NOW! Seamless! Boneless! Good length, over 14 in. All waist sizes 23 to 30 in. Give waist and hip measures taken over dress. Shpg. wt., 8 oz.  
18 X 377 69c  
Peach..... 69c

## Panties

No hooks, no bones, no seams! Just firm strong Lastex that serves as girdle and panties. Stretches all ways. Fits skin-snug. Rayon jersey crotch. Color: Peach. Sizes to fit waists 23 to 30 in. Give waist and hip measures over dress.

18 X 308  
Without garters 69c  
Shpg. wt., 6 oz..  
18 X 326  
With garters 75c  
Shpg. wt., 8 oz..



95¢

CLEVERLY  
TAPED  
WAIST

## Marvelous Value

The "scooped-in" waist is specially taped and stitched to give you a slender youthful line. Fancy rayon striped cloth, side fastening. Lightly boned front and back. Mercerized surgical elastic. Length at bust, 21½ in. Very special reduction.

18 X 337—Color: Peach. Even bust sizes: 32 to 44 in. Give bust and hip measures taken over dress. Shpg. wt., 14 oz..... 95c



Bargain!

59¢

These Prices  
for Mail  
Orders Only

## Tiny—but effective

Brief Girdle, lightly boned over tummy, no bones at back. Has 10-inch elastic at sides. Gives the slender figure that youthful uncorseted look—yet keeps it firm. Well made of fine brocaded rayon and cotton batiste. Length, side front, about 10 inches; center back, about 11¼ in.

18 X 311—Peach. All waist sizes 24 to 30 in., also 32 and 34. Give waist measure taken over dress. Shpg. wt., 8 oz..... 59c

Lowest  
Price  
Ever

NOW

85¢



## A New Deal in Value and Quality

Thousands of women will welcome the opportunity to buy this grand "control" garment at this low price. It has the good, sound quality that lasts!

Rayon figured Cotton DOBBY CLOTH, side hook model, comfortably boned. Strong cotton twill and elastic inner belt supports and flattens diaphragm muscles.

18 X 367—Peach. Even bust sizes: 32 to 44 in. Give bust and hip measures taken over dress. Shpg. wt. 1 lb..... 85c



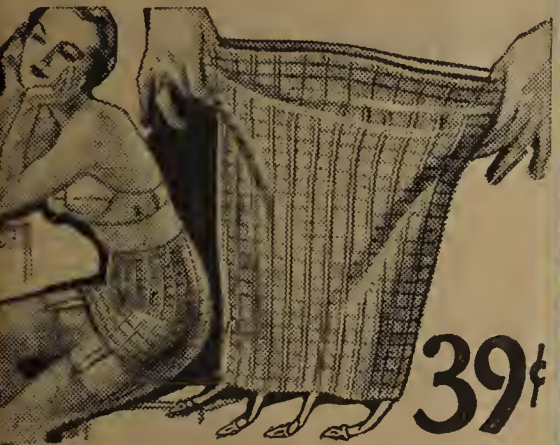


Thrilling Bargains! **39¢**

### 1-Way Stretch Pantie

Girdle and pantie in one! Strong quality elastic has a lively cross-wise stretch that hugs and smooths the figure! Full 14 inches long. Rayon jersey crotch. Shpg. wt., 6 oz.

18 X 371—Peach. Sizes to fit waist 23 to 30 in. Give waist and hip measures taken over dress.....**39c**



**39¢**

### 1-Way Stretch Step-In

Goodbye to bulgy hip lines! To round tummies! This lively cross-wise stretch elastic girdle makes a smoothie of your figure! It's springy elastic! Soft! Snug! Washable! Length, 14 in. Shipping weight, 6 oz.

18 X 370—Peach. Sizes to fit waist 23 to 30 in. Give waist and hip measures taken over dress.....**39c**

Pull the Laces for a Slim Waistline **85¢**



BACK LACE STYLE

Note the good lines of this corset—a full two inches above the waistline. This prevents bulges; gives you the smooth line necessary under the new "stream line" frocks. Rayon striped cotton fabric with elastic at each side of top for comfort. Moderately boned. 13½ inches from waist to bottom. 8-inch clasp. Shipping weight, 12 oz.

18 X 345—Color: Peach. All waist sizes 22 to 30, also 32 and 34 in. Order corset size 3 in. smaller than waist measure taken over dress..**85c**

**\$1.98**  
EACH  
Value ~~\$2.50~~

No Extra Charge for Laced Back Style

CLOSED BACK LACED BACK

The front-clasp inner belt is a joy! Cleverly constructed with diagonal elastic bandings and boning put in at strategic points to flatten your tummy. Gives maximum support yet smooths away unwanted "puffs" of flesh. Back of garment substantially boned. Elastic side panels. Pretty rayon patterned cotton cloth. Length over bust, 22 in. Peach color. Shpg. wt., 1 lb. 6 oz.

For Average and Stout Figures  
18 X 312—Closed back style.....**\$1.98**

18 X 313—Laced back style. **1.98**

Even bust sizes: 34 to 48 in. Give bust and hip measures over dress.

Thousands Praise This Clasp Front  
**INNER BELT FOUNDATION**

**98¢**

AMAZING VALUES

**\$1.33**

2-Way Stretch Elastic Back

Side Hook Girdle

Uplift Bust Low Back

Clings close to the flesh! Back stretches lengthwise as well as crosswise... stays down exactly where you put it. Comfortable, and at this price—a rare find. Front of strong quality rayon figured cotton pique, boned and lined for smoother lines. Hooks all the way at side. About 14 in. long. Shipping weight, 12 oz.

18 X 339—Peach. Waist sizes 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. Give waist and hip measures taken over dress.....**98c**

Foundation garment. First time at this low price. Fine quality rayon brocaded batiste having 2-way stretch elastic back from the waist down. Boned front. Youthful uplift bust of rayon jersey. Length over bust about 22 in. Shipping weight, 14 oz.

18 X 348—Peach. Sizes 32, 33, 34, 35, 36, 37, 38, 39 and 40 in. bust. Give bust and hip measures taken over dress at fullest part.....**\$1.33**

SEARS SLA MDC **45**



See what you save...at **Sears!**

**\$3.39**  
each

For  
Mail Orders  
Only

**Lace-  
Form**

"Fits me perfectly"  
say Customers,  
"Thanks to the  
4 Adjustable Laces!"

One of the sanest and most comfortable garments made. Fits the figure at all times, whether you gain or lose. Designed with two laces in inner belt, two in outer foundation, so you can adjust each part to your figure! Fine rayon figured cotton fabric. Boned diaphragm shield; boned back; boned coutil and elastic inner belt. Strong surgical elastic. Detachable straps. Color: Peach.

18 X 316—For Short Figures. Length, over bust, 20 $\frac{1}{4}$  in. Shpg. wt., 1 lb. 12 oz. **\$3.39**

18 X 317—For Average and Tall Figures. Length, 22 $\frac{1}{2}$  in. Shpg. wt., 1 lb. 14 oz. **\$3.39**

Even sizes: 34 to 52 in. bust. Give bust and hip measure taken over dress at fullest part.

2  
LENGTHS  
—for Short  
and Tall

**Ventilated Reducers!**

Special Low Prices

**\$1.19**

**\$1.33**

**\$1.59**

For Mail  
Orders Only



**SIDE LACE STEP-IN**

Live strong perforated rubber! Covered inside and out with cotton jersey! Quick absorbing, quick reducing! Side lacings. 15-in. length at side. **Outstanding value.** Shpg. wt., 1 lb. 2 oz.

18 X 398—Peach. All waist sizes 26 to 34 in. Give waist and hip measure over dress.... **\$1.19**



**BACK LACE**

As the inches melt away—just tighten the back laces! Strong perforated rubber. Peach rayon and cotton jersey outside, cotton jersey inside. Light boning front and back. Flexible front clasp. Coutil reinforcements. Length: 15 $\frac{1}{2}$  in. at sides. Shpg. wt., 1 lb. 6 oz.

18 X 324—For all figures, 26 to 42 in. waist. Give waist and hip measure over dress... **\$1.33**

**CLOSED BACK  
BIG VALUE**

Perforated PARA rubber, cotton jersey inside and rayon and cotton jersey outside. Rayon jersey bust. Rayon satin stripping. Boning at front and back, all elastic shoulder straps. 4 garters. Hooks down side. Color: Peach. Shpg. wt., 1 lb. 6 oz.

18 X 356

Even sizes: 34 to 44 in. bust. Give bust and hip measure taken over dress at fullest part.

**\$1.59**



**Slims  
Diaphragm,  
Waist and  
Hips**



**Quick  
All over  
Reducer!**

Only  
**98¢**

It's a marvelous value! Fast working solid rubber model covered on both sides with cotton jersey from the waist down. Light front boning. Rayon and cotton brocaded batiste top. Color: Peach. Shpg. wt., 1 lb. 6 oz.

18 X 366—Even bust sizes: 34 to 44 in. Give bust and hip measure over dress.





**\$1.79**  
14-IN

Better Quality  
2-WAY STRETCH

## Side-Lace Step-In

Fashioned of fine grade live 2-way stretch elastic that "holds you in" beautifully! It's usually found only in expensive garments. Side lacings, elastic binding top and bottom. Lightly boned at front. Short diagonal bones each side top back.

Color: Peach. All waist sizes: 26 to 34 in. State waist and hip measure taken over dress.

18 X 361—14-in. lgth. Shpg. wt., 15 oz. **\$1.79**  
18 X 364—16-in. lgth. Shpg. wt., 1 lb. **1.98**



*"Beautilyne"*  
**Belt**  
Lifts Abdomen!

**\$1.98**

Improves Posture  
and Beautifies!

Women who know the merits of our "Beautilyne" Belt will thrill over this low sale price. Beautilyne helps to relieve chronic fatigue caused by muscle strain. Strong flexible boning supports weak back. Elastic bands and easy-to-adjust side lacings control the abdomen. It's great! Side hooking. Peach color, strong coutil. Shpg. wt. 1 lb. 1 oz.

18 X 194—All waist sizes: 28, 29, 30, 31, 32, 33, 34, 35, 36, 38 and 40 in. State waist and hip measure taken over dress.

Soft  
Jersey  
Bust

**\$2.59**

(A)



(B)

Side-Hook  
Girdle

**\$2.35**

## "Flex-O-Form" All-In-One

(A) Fine quality rayon figured cotton fabric, moderately boned. Rayon jersey bust. Sliding back. Color: Peach.

All bust sizes: 33 to 44 in. Give bust and hip measure over dress. Shpg. wt., each, 1 lb. 6 oz.

18 X 347—For Average and Short Figures. Lgth. over bust, 21½ in. 14-in. elastic side panels. **\$2.59**

18 X 349—For Tall Figures. Lgth. over bust, 23½ in. 16-in. elastic side panels. **\$2.59**

## "Flex-O-Form" Side-Hook Girdle

(B) It's made extra long and flexible (a good 15 in.) Pre-shrunk brocaded rayon and cotton batiste. Front panel boning flattens "tummy". Elastic gussets at lower front and top back. Won't ride up—has sliding back! Shpg. wt. 1 lb.

18 X 344—Peach. All waist sizes 26 to 36 in. Give waist and hip measure taken over **\$2.35** dresses.

## "Flex-O-Form" Foundation

(C) Boned coutil and elastic inner belt keeps you flat. Strong back boning. Live elastic side panels. Excellent quality rayon striped cotton material. Shpg. wt., 1 lb. 12 oz.

Two Lengths—Peach Color

18 X 479—For Short Figures. Length over bust, **\$2.69**

18 X 480—For Average and Tall Figures. Lgth. over **\$2.69**

bust, 22½ in. Bust sizes: 34, 35, 36, 37, 38, 39, 40, 41, 42, 44, 46, and 48 in. Give bust and hip measure over dress.

SALE PRICES ON

# "Flex-O-Form"

With The World Famous  
Patented Sliding-Back



Won't  
Ride  
Up!!

The sliding back  
lengthens 2 to 3  
inches as you sit or  
bend. Lower part  
"stays put."

Sale  
Closes  
Feb. 28,  
1935



Inner Belt Model  
In Two Lengths (C)

**\$2.69**  
EACH

SEARS MALDS MNKC 47



Sale Price!

**\$2<sup>98</sup>**  
EACH

Was \$3<sup>59</sup>

**Prof. Gale**  
Reg. U. S. Pat. Off.  
**2-LACE**  
**HEALTH BELT**

*Recommended by Doctors*

This Health belt is equally as good as similar types sold at \$6.50 and will give excellent service. Recommended for relief from backaches, muscle strain, umbilical hernia, ptosis and for wear after high incision operations; also for general wear. Improves posture. Fine stout coutil, side hooking, moderately boned. Loop supporters at side back. Color: Peach.

18 X 394—For Slender and Average Women of Short and Average Height. Even and odd waist sizes: 24 to 36 in. Shpg. wt., 1 lb. 8 oz. .... **\$2.98**

18 X 395—For Average and Stout Women of Average and Tall Height. Even and odd waist sizes: 28 to 42 in. Shpg. wt., 1 lb. 11 oz. .... **\$2.98**

Give waist and hip measure taken over dress.

You  
Feel  
The  
Lift  
At Once!

IN  
TWO  
LENGTHS



**Patented  
Inner Shield  
Flattens  
Abdomen  
and  
Diaphragm**

**Special reduction.** One of the most popular figure beautifiers made! Patented inner shield has inserts of boning and elastic, cut to flatten the diaphragm and give you a straight line. Comfortable, too, as it supports abdominal muscles. A garment that will do worlds for your figure under the newer straight-line dresses. Excellent grade rayon striped cotton fabric. 14-in. elastic side panels. Boned back. Front loop garters. Length over bust, 22¾ in. Shpg. wt., 1 lb.

For Average and Stout Figures of Average and Tall Height **\$1.69**  
18 X 147—Peach. Bust sizes: 34, 35, 36, 37, 38, 39, 40, 42, 44, and 46 in. Give bust and hip measure taken over dress at fullest part.

**FOR MAIL ORDERS ONLY**

**GARTER  
GIRDLE**



**35¢** EACH  
**2 For 65¢**

**Big Bargain!** Garter belt of rayon striped cotton material. Four strong garters to keep your stockings up and keep them straight. Two light bones in front. No boning at back. 5-in. elastic at sides.  
18 X 375—Peach. All waist sizes: 24 to 30; also 32 and 34 in. Give waist measure over dress. Shpg. wt., each, 6 oz.; 2, 10 oz.



**\$1<sup>29</sup>**

Sale  
Price!

**Back Lace!** Molds the thighs and waist into slim lovely lines. Elastic at top front; graduated front clasp. Flexible boning. Trolley garters. Strong coutil, made double across lower front for strength. **Much underpriced.** Shpg. wt., 1 lb. 2 oz.

18 X 378—Peach. Waist sizes: 25, 26, 27, 28, 29, 30, also even sizes 32 to 38 in. Order corset size 3 in. smaller than waist measure over dress... **\$1.29**

**79¢**

12-Inch

**2  
Great  
Girdle  
Values!**

**88¢**

14-Inch

Girdles to give you a trim waistline. High cut shaped front panel with two elastic gores do the trick. Boned back. Side closing. Peach rayon striped cotton fabric; elastic side panels. **Big Values.**

**TWO LENGTHS**

18 X 386—12-in. length..... **79c**

18 X 387—14-in. length..... **88c**

All waist sizes: 26 to 30, also 32 and 34 in. Give waist and hip measure taken over dress. Shpg. wt., each, 12 oz.



SEARS!  
SALE PRICE

**\$2.75**

One Dress + 6 Collars

= 6 Dresses!

A Different Style for Every Need

**The Season's  
Smartest Neckpiece**

© Lace is back in high fashion! The stunning Venise type, tube-like, embroidered lace on this collar will make a picture frock out of most any dress! The collar is a very charming style of fine wale cotton pique with pique lining. Shipping weight, 4 oz.

18 X 4305—White only... **59c**

Demure  
Petal Lace

© **59c**

Grand  
Ruffly  
Taffeta

D **49c**

B **39c**

New  
Double  
Triangle

Sailor  
Back  
Pique

A **23c**

A Pretty, lawn lined cotton pique collar; perky bowl! Great value! Shipping weight, 4 oz.  
18 X 4300—White only... **23c**

B Two (weighted) silk crepe triangles—sewn together! One dark, one light! Reversible, serves as 2 collars! Self fringed edges. Color combinations: Black and White, Brown and Orange or Lt. and Dk. Blue. Size, 26½x11½ in. State color. Shipping weight, 4 ounces.  
18 X 4301... **39c**

D Gay, generously gathered ruffles of rich rayon taffeta! On a taffeta yoke lined with rayon. V-neck flatters all! See dress at left. Shipping weight, 4 ounces.  
18 X 4303—White only... **49c**

E Rich, shadow-checked rayon Satin in the Rothschild Ruff of movie fame! Shpg. wt., 4 oz.  
18 X 4302—White only... **39c**

F Tailored—but dainty and feminine as can be! Neat, turn-down collar and bib of snowy cotton pique edged with smart, crisp cotton string lace! Shpg. wt., 4 oz.  
18 X 4304—White only... **49c**

Rayon  
Satin  
Rothschild  
Ruff

E **39c**

Tailored  
String Lace

F **49c**

**Silk Flat Crepe  
Convertible High—Low Neck!**

A complete wardrobe in one versatile young model! Made of rich, weighted Silk Flat Crepe. Wear it smartly plain as pictured with high-low convertible neck-lined. By simply changing the collar, it becomes at once either dressy or tailored according to the collar style! Attractive bracelet length sleeves. Truly, a perfect "foundation" frock! (Collar not included.)

Misses' Sizes: 14 to 20 years to fit bust measures 32 to 38 inches.

State size and color.

Shipping weight, 1 lb. 4 oz.

27 X 3150—Black or Navy Blue... **\$2.75**

**25c**

**49c**

**INITIALS!**

On Your  
BELT!

**17c**

Smart 1½ in. width. Silvery metal letters. Artificial leather. Waist Sizes: 26 to 40 in. State size, color and initials wanted. Shpg. wt., 6 oz.  
18 X 1752—Smart Ribbed Graining. Colors: Black, Brown or Red. **17c**  
18 X 1753—Smooth, Glossy, Patent Finish. Colors: Black, Red or Navy Blue... **17c**

**It's Initialed—  
It's Yours!**



**\$1.69**

**Gloria Cloth .10 Ribs**

Gloria Cloth—famous silk and cotton fabric. Wood rod, 10-rib steel frame. Composition handle, 2 silvery initials. Print initials wanted and state color. Shipping weight, 1 lb. 3 oz.  
18 X 2336—Black with White, Brown or Navy.

SEARS-ROEBUCK

KCMN

**49**





Sears SALE PRICE  
**\$3.15**  
 WAS ~~\$3.95~~

Full  
 Standard  
 Size

- Richly-shaded, Mahogany-finish Birch Body.
- Crystalline Silver Color Fingerboard.
- Vertical Patent Heads. Ebonized bridge.
- Nickel-plated, Trapeze type Tailpiece.

Instruction Book, Pick and Certificate which entitles you to 12 lessons at \$1.00 included. (See our General Catalog.)

Designed by Sears own musical experts to meet the demand for a really fine-looking, playable guitar at a low price. Surprisingly good tone. We took all the manufacturer could produce of these splendid guitars to make this startling value! Shpg. wt., 8 lbs.

12 X 249 Sale Price..... **\$3.15**



All  
 Prices  
 For Mail  
 Orders Only

12 X 2249—With cotton Duvetyn Carrying Bag. Shpg. wt., 8 lbs. Sale Price..... **\$3.95**



Sears SALE PRICE  
**\$8.95**  
 A ~~\$16.00~~ VALUE

Fitted with  
 Adjustable  
 Bridge

Raise or lower bridge to suit your own convenience and style of playing. Scientifically angled saddle compensates for thickness of larger strings providing absolutely true, uniform tone. Two high priced features now yours in this superb guitar.

**Arched Top and Back**

- Auditorium Size. • Vio in style "F" Holes. • Steel Reinforced Neck.
- 14 Frets Clear of Body. • New Vertical Patent Heads. • Celluloid End Pin and Heel Plate. • Spruce Top Bound with Black and White—Back with White Celluloid. • Nickel-plated Tailpiece. • Brass-wound Strings. • Bone Nut. • Suspended Black Celluloid Guard Plate. • Instruction Book, Pick and Certificate which entitles you to 12 Lessons at \$1.00 included. (See Our General Catalog.)

The arched top and back construction similar to violins permits great variation of volume and conflicting overtones are avoided. A fine instrument superlatively sweet toned throughout its entire range. Back and sides of selected birch in two-tone hand rubbed walnut finish. Shpg. wt., 9 lbs.

Patterned after instruments selling up to \$100.00.  
 12 X 224—Sale Price..... **\$8.95**  
 Guitar with Side-opening, Imitation Leather Covered Case. Shpg. wt., 12 lbs.  
 12 X 2224—Sale Price..... **\$12.25**

**Certificate Entitling You to 12 LESSONS FOR \$1.00 INCLUDED WITH EACH GUITAR OR ACCORDION PURCHASED FROM THIS SALE CATALOG . . .**

## SUPERTONE MILANO ACCORDION



**\$29<sup>75</sup>**  
 CASH

Easy Terms  
**\$3**  
 DOWN

- 25-Key (2 Octave) Piano Keyboard.
- Accurately Tuned Steel Reeds.
- Extension Keyboard. Size, 7x13 in.

- 12 Deep-toned Basses.
- White Enameled Frame.
- Reinforced Metal Corners.

Ideal for those who want to get the fundamentals of the piano accordion. Same keyboard arrangement makes it easy to "graduate" to larger instruments later. Regular piano "half-tones" permit playing all but the more involved selections. Sonorous tone and pleasing appearance. Shoulder Straps, Carrying Case, Instruction Book and Certificate which entitles you to 12 lessons at \$1.00 included. (See General Catalog offer.) Similar accordions sell for as high as \$50.00. Shpg. wt., 23 lbs.

12 X 680—Cash. Sale Price..... **\$29.75**

**50 C SEARS-ROEBUCK**

Easy Payment Price, \$3 down, \$5 monthly..... **\$32.75**



**6 RECORDS for 55¢**

A real surprise! Twelve electrically recorded selections on six standard, 10-in. double-faced records such as Victor, Brunswick, Columbia, Okeh. Perfect and Conqueror for only 55¢! Most of these records sold for 75¢ each. Sets comprised mostly of popular dance and vocal with possibly a "Hill Billy" or standard selection. Our stock is limited. Order now! No choice of titles permitted. Shpg. wt., 3 lbs. 14 oz.

12 X 6109—Pkg. of 6 Records. Sale Price... **55c**

### Bob Miller's Folios

All 3 folios contain words with Piano Accomp. Guitar Chords. Size, 9x12 in. Shpg. wt., 9 oz. each.

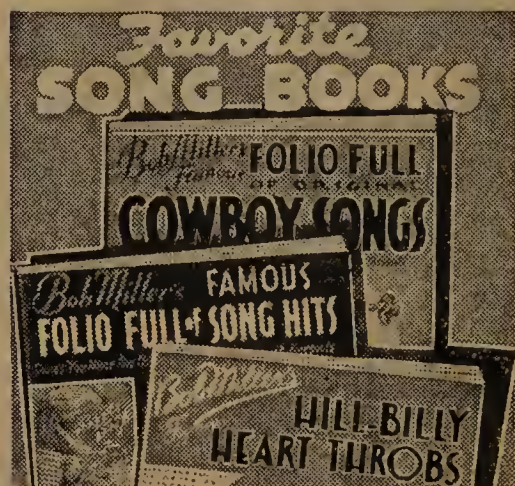
Cowboy Songs Folio. 48 pages. 22 Songs like "Big Ball in Texas," "Outlaw John Dillinger," "Crime Doesn't Pay," "Pretty Boy Floyd", etc. **30c**

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 Folio Full of Song Hits 64 pages. 30 songs. Includes "Wrong Man and Wrong Woman," "Last of 21 Year Prisoner," "Morro Castle Disaster," "By Stump of Old Pine Tree" etc. **30c**

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 Hill Billy Heart Throbs 64 Pages. 30 Hit Songs like "After 21 Years," "Dust Covered Diary," "Seven yrs. with Right Woman," etc. **30c**

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12 X 1814—All 3 Books. Shpg. wt., 1 lb. 6 oz. . . **83c**



**Sale Closes Feb. 28, 1935**



BOOK, PICK, AND  
CERTIFICATE  
WHICH ENTITLES  
YOU TO 12  
LESSONS FOR  
\$1.00 INCLUDED.  
(See General  
Catalog)

Sears SALE PRICE  
\$475

~~\$10.00~~ VALUE



Grand Concert Size  
and Volume of Tone

A large professional model guitar made in a factory famous for high grade instruments. Its big sweet tone and handsome appearance will surprise you.

Here's What You Get:

Full Grand Concert Size . . . Seasoned Birch-Body . . . Top and back two-tone walnut effect. Suspended black celluloid guardplate . . . Ebonized fingerboard . . . Fancy position markers . . . Trapeze style nickel-plated tailpiece . . . Fourteen frets clear of the body makes fingering easier . . . Ivory color stripe around top edge and sound hole . . . Easy-tuning, can't-slip vertical type patent heads. Shpg. wt., 11 lbs.

12 X 223—Sale Price. . . . \$4.75

12 X 2223—Same as above with canvas case. Shpg. wt., 13 lbs. . . . \$6.35

ALL PRICES FOR MAIL ORDERS ONLY

Save on  
**SHEET MUSIC**

**3 For 82c**

**Latest Hits Sheet Music (With Words)**  
Allow extra titles for second choice. Shpg. wt., of three, 4 oz.  
12 X 58—Sale Price 3 for. . . . . **82c**

**All I Do Is Dream Of You**  
An Earful of Music  
And I Still Do  
Be Still My Heart  
**Blue Sky Avenue**  
Congratulate Me  
Continental, The  
Dancing With My Shadow  
Dust On The Moon  
Don't Let It Bother You  
For All We Know  
Hot Cha Cha  
I Never Had A Chance  
I Only Have Eyes For You  
**I Saw Stars**  
If I Had A Million Dollars  
I'll Close My Eyes To Everyone Else  
I'm Growing Fonder Of You  
I'm In Love  
I'm Lonesome For You  
Caroline  
I'm Sorry I Lost You  
It Was A Blind Date  
It's Time To Say Aloha To You  
Just Once Too Often  
La Cucaracha  
Lost In A Fog  
Love In Bloom  
Me Without You  
Mr. and Mrs. Is The Name

New Moon Is Over My Shoulder  
Out In The Cold Again  
Pardon My Southern Accent  
Pop Goes Your Heart  
Rain  
Rollin' Home  
Sleepy Head  
**Stars Fell on Alabama**  
Stay As Sweet As You Are  
Sweetie Pie  
Take It Easy  
Thank You For A Lovely Evening  
**The Lights Are Low**  
The Moon Was Yellow  
The Prize Waltz  
The Very Thought Of You  
There's a Tavern In the Town  
**They Didn't Believe Me**  
Too Beautiful For Words  
**Two Cigarettes In The Dark**  
Water Under The Bridge  
Were You Foolin'  
When My Ship Comes In  
With Every Breath I Take  
**Wild Honey**  
With My Eyes Wide Open  
Yesterday, Today, Tomorrow  
Your Head On My Shoulder

**BUY Conqueror Records**  
ELECTRICALLY RECORDED

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Popular Selections by Favorite Artists.  
Double Faced 10 inch Electrically Recorded. F. T. indicates Fox Trots.  
Order by Cat. No. 12 X 6401 and give selection number. Allow extra titles as second choice.

**Popular Dance**

- 8406 **Be Still My Heart**—Funk's Orch.
- You're A Builder Up**—F. T.'s—Reichman's Orch.
- 8411 **I'll Close My Eyes**—F. T.'s—Reichman's Orch.
- I Never Had A Chance**—C. Davis' Orch.
- 8410 **I'm Lonesome For You**—Caroline—Waltz.
- Rain**—F. T.—Larry Funk's Orch.
- 8408 **Lost In A Fog**—Nov. Dance—Bullock's Orch.
- Love In Bloom**—F. T.—Osborne's Orch.
- 8424 **One Night Of Love**—Waltzes—Osborne's Orch.
- For All We Know**
- 8407 **Out In The Cold Again**—Conn's Orch.
- And I Still Do**—F. T.'s.
- 8432 **Stars Fell on Alabama**—Rose's Orch.
- Continental, The**—F. T.'s—Osborne's Orch.
- 8409 **The Very Thought Of You**—Conn's Orch.
- Sweetie Pie**—F. T.'s—Rollins' Orch.
- 8433 **Water Under The Bridge**—F. T.'s—Osborne's Orch.
- Too Beautiful For Words**—Funk's Orch.

**Popular Vocal**

- 8367 **Home On The Range**. Thanks—Bing Crosby.
- 8412 **Love In Bloom** I Guess It Had To Be That Way—Bing Crosby
- 8400 **St. Louis Blues**. I Heard—Nov. Qrtte.—Mills Bros.
- 8413 **Two Cigarettes In The Dark**. I Saw Stars—Morton Downey.

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Instrumental Acc.

- 8402 **Home In Sunlit Valley**—Bill Cox.
- The Model Church**.
- 8397 **Hot Time In New Orleans Tonight**. Going To The Barn Dance—Robison.
- 8389 **In A Little Red Barn**—F. Luther Trio.
- Buffalo Range**.
- 8390 **Little Hill Billy Heart Throb**.—Odis Elder.
- Silvery Prairie Moon**.
- 8396 **Long Long Ways From Home**. Robison.
- Ramblin' Cowboy**.
- 8387 **Mama Don't Like Music**. He Was A Traveling Man—Smilie Burnette.
- 8394 **Mother Pal and Sweetheart**. I'm Alone Because I Love You—Callahan Family.
- 8434 **My Gal On the Rio Grande**—Westerners.
- The Santa Fe Trail**.
- 8392 **N. R. A. Blues**.—Bill Cox.
- Hard Luck Blues**.
- 8384 **New Birmingham Jail No. 3**. Little Poplar Log House On The Hill—Callahan Brothers.
- 8435 **Oh Jailer Bring Back That Key**. Boston Burglar—Pie Plant Pete.
- 8401 **Old Wishing Well**. Sittin' On The Old Settee—Whitley-Elder.
- 8385 **Outlaw John Dillinger**. Luther Trio.
- Crime Does Not Pay**.

- 8398 **Pals Of The Little Red School House**. Mountain Boy—Gene and Glenn.
- 8436 **Pretty Boy Floyd**—Singin' A Song In Sing Sing—R. Whitley.
- 8437 **Roundup Time In Heaven**—Westerners.
- Beautiful Texas**.
- 8391 **The Gangster's Yodel**—Bill Cox.
- My Gamblin' Days**.
- 8395 **The Last Of The 21 Year Prisoner**. The Old Family Doctor—Frank Luther Trio.
- 8383 **The Morro Castle Disaster**—Ray Whitley.
- Have You Written Mother Lately**.
- 8386 **The Stump Of The Old Pine Tree**. Seven More Days—Aultry-Long.
- 8403 **When It's Night Time In Nevada**. When The Sun Goes Down—Gene and Glen.

**Sacreds**

- 8404 **Lord I'm Coming Home**—Guitar Acc.
- If I Could Hear My Mother Pray Again**—Callahan Family.
- 8399 **When Jesus Beckons Me Home**—Piano and Harmonica. Acc.
- In My Heart There Rings A Melody**—Gene and Glenn.
- 8414 **When A Man Feels Discouraged**. Lean Your Head Out The Window—Negro Spiritual—Mitchell's Singers.

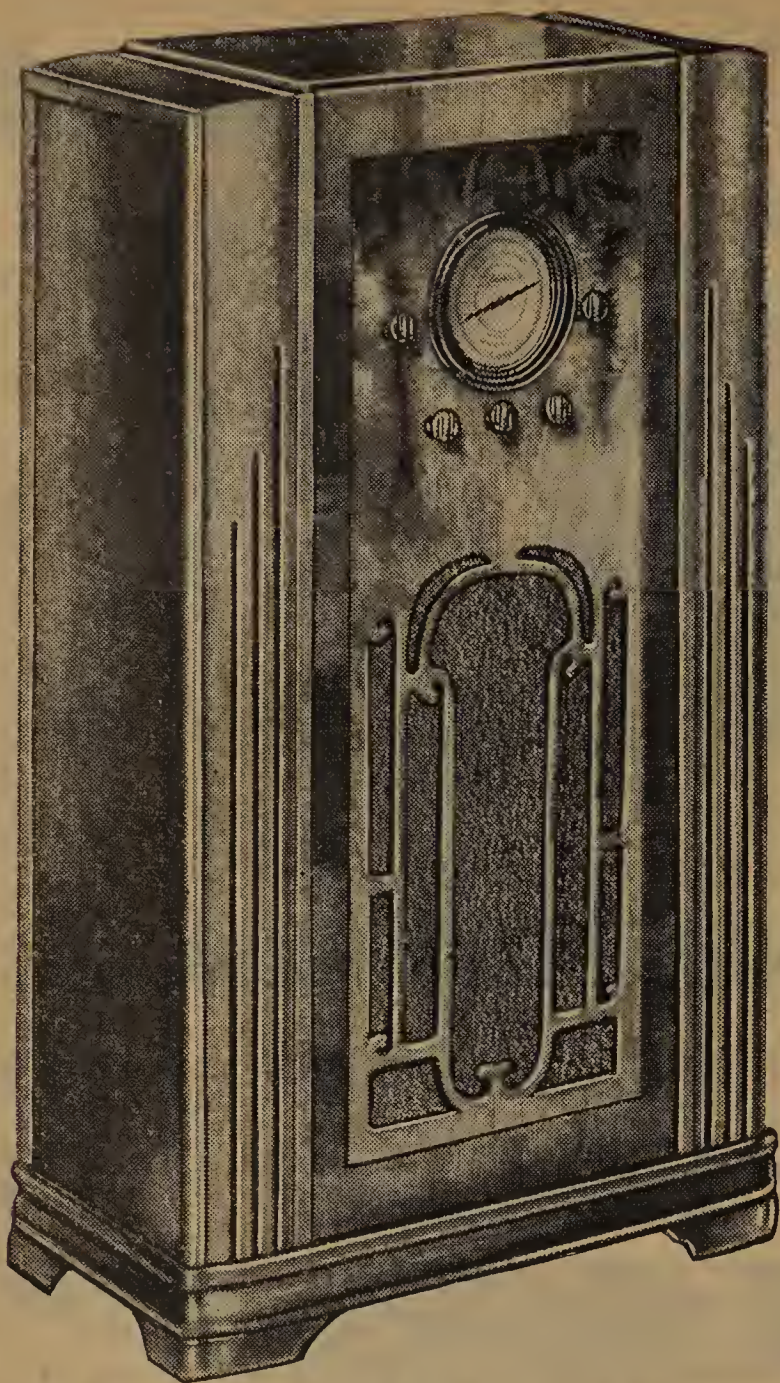
**Silvertone Phonograph Needles**

**500 for 27c**

Finest steel. Special grinding and tempering. Accurate points. 500 of one tone in metal box. Shpg. wt., 6 oz.  
**3 Different Tones**

- 12 X 6132—Loud Tone
- 12 X 6133—Extra Loud Tone
- 12 X 6129—Giant (Super Loud Tone).. **27c**





### 6-TUBE BATTERY MODEL

- All batteries contained in cabinet; no muss outside.
- Large, true-tone speaker brings life-like reproduction.
- Console cabinet gives advantage of large tone chamber and finer appearance. Size 22x12 1/4 x 37 in. high.

One of the greatest battery consoles Sears ever offered... and for this great Sale an unusually low price. Try it NOW, in your own home! We guarantee satisfaction. Famous World's Fair Model with easy tuning airplane dial. Complete with tubes, three Silvertone "B" Batteries, 6-month Dry "A" Battery, "C" Battery and long and short-wave aerial. Shpg. wt., 104 lbs.

57 XM 1868—Cash Price..... **\$39.95**  
Easy Payment Price (\$4 Down, \$5 Monthly)..... **\$43.95**

Radios are shipped from Dallas or Houston. Send order to city nearer you. For Easy Payments, use Easy Payment side of Order Blank Enclosed.

Compare with  
Other Radios at ~~\$60.00~~

### BATTERY MODEL

Sears  
SALE  
PRICE **\$39.95** CASH

A. C. MODEL WAS ~~\$41.50~~

Sears  
SALE  
PRICE **\$38.95** CASH

*On Easy Payments \$4 DOWN*

New, 1935 Silvertone World's Fair Model at the lowest price we've ever offered on a superheterodyne set of such quality! Beautifully designed cabinet of finest walnut and other rich veneers; long distance reception, rich tone and sharp selectivity... It brings you foreign programs as well as nation-wide American broadcasts. Both the battery and A.C. sets have the velvet tuning airplane dial, three-section condenser (not two-section) and Super Silvertone tubes.

Order Your Silvertone Radio Today!!

## FOREIGN

### 7-TUBE A. C. MODEL

- Automatic volume control... Airplane dial.
- Large true-tone Super Dynamic speaker.
- Cabinet slightly different than illustrated and with only four controls. Size, 21 3/4 x 12 1/4 x 35 3/4 in. high.

Slashed from \$41.50 last Fall to only \$38.95 for the new improved 1935 model! A superior radio for far less money for this great Sale. Operates on 110 volts, 50-60 cycles A.C. If in 25-cycle territory please state. With tubes, aerial not included. Shpg. wt., 51 lbs.

57 XM 1820—Cash Price..... **\$38.95**  
Easy Payment Price (\$4 Down, \$5 Monthly)..... **42.85**

57 X 5540—Long and short-wave aerial for proper operation of above set. Shpg. wt., 3 lbs..... **\$1.59**



Sears  
SALE PRICE

**26c**

TYPE-01A

Was  
~~29c~~  
TYPE-01A

These Low  
Prices are  
for Mail  
Orders Only

Sale  
Closes  
Feb. 28,  
1935

## Guaranteed METEOR TUBES

Don't risk buying tubes without a guarantee. You may get "seconds" or used tubes. Low price Meteor Radio Tubes are guaranteed for Four Months... next in quality only to Super Silver-

tone Tubes which are guaranteed for one full year. Order by Catalog number and "type," in list below, which correspond to last two numbers on your old tubes. Shipping weight, each tube, 10 oz.

Catalog Number	Type	Sale Price	Catalog Number	Type	Sale Price	Catalog Number	Type	Sale Price
57 X 0201A	01A	26c	57 X 0227	27	33c	57 X 0247	47	58c
57 X 0224A	24A	49c	57 X 0235	35	49c	57 X 0171A	71A	33c
57 X 0226	26	32c	57 X 0245	45	37c	57 X 0280	80	33c

## 1-YEAR GUARANTEED SUPER SILVERTONES! Every Price Reduced for this Great Sale

For finest reception, tone quality and sensitivity, you need SUPER SILVERTONE Super Quality Tubes! Made under R.C.A. License, guaranteed by Sears to give you a greater measure of satisfaction than any other radio tube on the market, regardless of make, brand or price! Superior in uniformity, long life and tone, with double grip dome top.

SUPER SILVERTONE TUBES will replace any brand or make of tube in any radio set. Every Silvertone Radio comes equipped with SUPER SILVERTONE Tubes!

Order by catalog number and "Type" in list below, which corresponds to last two numbers on your old tube. Shpg. wt., each tube, 10 oz.

Catalog Number	Type	Sale Price	Catalog Number	Type	Sale Price	Catalog Number	Type	Sale Price
57 X 201AA	01AA	37c	57 X 227	27	39c	57 X 245	45	42c
57 X 224A	24A	59c	57 X 230	230	47c	57 X 171A	71A	39c
57 X 226	26	37c	57 X 232	32	77c	57 X 280	80	39c



Specially Reduced ~~\$34.95~~  
From Price of

### BATTERY MODEL

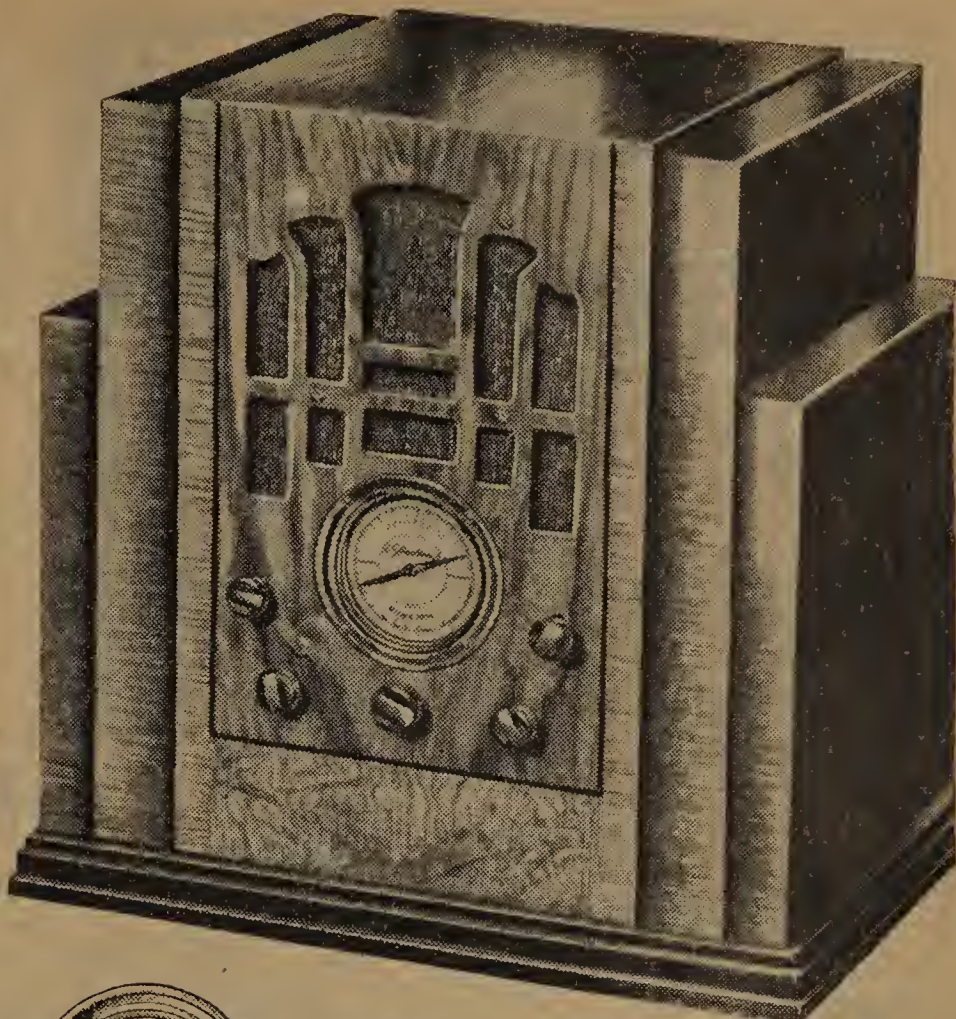
Sears  
SALE PRICE **\$32.95** CASH

### NEW A.C. MODEL

Sears  
SALE PRICE **\$29.95** CASH

**On Easy Payments \$4 DOWN**

America's lowest price for a superheterodyne set of such outstanding quality. . . . Famous Silvertone World's Fair table model, praised by more than 20,000 owners! Offered for this sale in both A.C. and battery types. This new 1935 model gets foreign and nation-wide American broadcasts. Cabinet of walnut and other rich veneers. Both battery and A.C. sets have velvet tuning dial, three-section condenser (not two-section). Complete with Super Silvertone tubes.



### Beautiful New Dial

Velvet smooth tuning, airplane style dial with curved glass lens and decorative bronze rim. All foreign short-wave and American broadcast channels plainly marked, makes it easy to locate foreign stations!

# RECEPTION Guaranteed

## 7-TUBE A.C. MODEL

- Velvet tuning airplane dial; dual-wave bands marked.
- Large Super dynamic speaker gives life-like tone.
- Cabinet has slightly different arrangement of controls, otherwise, as illustrated. Size, 15x10 $\frac{7}{8}$ x15 $\frac{1}{2}$  in. high.

Compare this Silvertone with others at \$45.00! Has automatic volume control. Complete with tubes. Aerial not included, see below. For 110-volt, 50 or 60-cycle A.C. If in 25-cycle territory, please state. Shpg. wt., 32 lbs.

57 X 1803—Cash Price, Complete Set. . . . . **\$29.95**  
Easy Payment Price (\$4 Down, \$5 a Month). . . . . **\$32.95**

57 X 5540 Long and Short wave aerial kit for proper operation of above set. Shpg. wt., 3 lbs. . . . . **\$1.59**

Radios are shipped from Dallas or Houston. Send order to city nearest you. For Easy Payments Use Easy Payment Side of Order Blank Enclosed.

## 6-TUBE BATTERY MODEL

- Velvet tuning airplane dial with dual-wave bands plainly marked, broadcast and foreign short-waves.
- True tone speaker brings life-like reproduction.
- Cabinet contains all batteries . . . no wires or muss outside. Size, 18 $\frac{1}{4}$ x13 $\frac{1}{2}$ x18 $\frac{3}{4}$  in. high.

Built to commemorate a Century of Progress, this Silvertone has broken all records for quality and performance at low price! And—now for this sale another big reduction. Complete with tubes, three Silvertone "B" Batteries, 6-Month Dry "A" Battery and "C" Battery and aerial kit. Shpg. wt., 91 lbs.

57 XM 1850—Cash Price. . . . . **\$32.95**  
Easy Payment Price (\$4 Down, \$5 Monthly). . . . . **\$36.25**

# SILVERTONE Batteries Guarantee Extra Service!



Reduced from ~~\$1.79~~  
SILVERTONE Super Service  
Heavy Duty "B" Batteries

### AT A BIG REDUCTION IN PRICE

These are the same high quality, guaranteed Silvertone batteries shown in our regular catalog at 18% higher prices. All fresh, new stock, every battery dated for your protection. Guaranteed for 525 hours of service. Large 7 $\frac{1}{4}$ x4 $\frac{1}{2}$ x8-in. size.

57 X 5131—Shpg. wt., 14 lbs. **\$1.45**  
Each. . . . .  
Special price for 3. Shpg. wt., 40 lbs. . . . . **\$3.98**

### All Standard Quality LEADER "B" Batteries REDUCED

LEADER Heavy Duty. Guaranteed for 400 hours. Size, 7x4 $\frac{1}{8}$ x7 $\frac{7}{8}$ -in. Fresh new stock.

57 X 5132—Shpg. wt., 13 lbs. Sale Price, each. . . . . **\$1.15**  
Special price for three. Shpg. wt., 35 lbs. . . . . **\$3.39**

LEADER Light Duty. Guaranteed for 150 hours. Size, 6 $\frac{5}{8}$ x2 $\frac{7}{8}$ x7 $\frac{3}{4}$ -in. For light duty on small sets.

57 X 5103—Shpg. wt., 8 lbs. 4 oz. Sale price. **67c**



WAS ~~\$6.50~~  
SEARS  
SALE PRICE

**\$5.75**

### Silvertone

### 1000 Hour Guaranteed "A" Battery

Used on an average of 2 to 3 hours a day, you'll get a full year's service (at 0.50 amp. drain) with this guaranteed Dry "A" Battery! Does away with the muss and bother of usual 2-volt wet battery . . . will replace 2-volt batteries of any make or brand. No water to add, no recharging . . . Just hook it up and forget it! Will not replace a 6-volt battery. Size, 13 $\frac{1}{2}$ x8x10 $\frac{1}{2}$  inches.

57 X 5025—Shpg. wt., 60 lbs. . . . . **\$5.75**  
57 X 5133—Resistor necessary for use with above battery only in sets not equipped with a voltage regulator ballast tube. Shpg. wt., 4 oz. . . . . **19c**





9-PC. OUTFIT

**\$68<sup>85</sup>**  
CASH

ANGORA  
MOHAIR

9-PC. OUTFIT

**\$62<sup>85</sup>**  
CASH

JACQUARD  
VELOUR

9-PC. OUTFIT

**\$57<sup>85</sup>**  
CASH

HOMESPUN  
TAPESTRY

**Save Now!**  
**PAY LATER**

SEE OUR EASY TERMS ON PAGE 43

**CHOOSE YOUR COVERING**

The davenport and chair of this charming outfit are covered in any of the three beautiful fabrics shown at left. Select the one you like best; then choose from the wide variety of colors offered below.

**\$5 DOWN**  
**\$6 A MONTH**  
HOMESPUN TAPESTRY

**COMPLETE 9 PIECE OUTFIT**



*Choice of*  
**CHAIR or ROCKER**

*Sale Closes* FEB. 28, 1935

**Covers and Colors of Overstuffed Pieces**

**Angora Mohair.** Taupe, woodrose, green, walnut, burgundy, henna, blue or garnet with rose background; also taupe with blue background. Reverse cushions in harmonizing moquette. Outside arms and backs in plain cotton velour to match.

**Two-Tone Cotton Jacquard Velour.** Taupe with rose back or taupe with blue back. Reverse cushions same. Outside arms and backs in plain cotton velour to match.

**Homespun Cotton Tapestry.** Green or rust color predominating. Reverse cushions same.

**FURNISH Your LIVING ROOM COMPLETE With This Outfit**

Complete furnishings for a cozy living room. Nine pieces—balanced selections, pleasingly styled—priced to bring you big Savings. Enjoy the comfort and beauty. Use Sears Easy Payment Plan. See page 43.

(A-B) **Davenport and Wingback Chair.** Two matched pieces in Sears famous Honor-Bilt construction. Deeply comfortable, all the latest style notes including reversible cushions, button tufted chair back and rich weltings. Base, back and cushions filled with resilient coil springs. Steel suspension understructure built into strong hardwood frame. Mahogany finished legs. Beautifully upholstered in choice of three covers and many colors as described at left. Davenport seat, 60x20½ in.; overall length 72 in.; ht. 33 in. Chair seat 19x20½ in. width 32 in. ht. 33 in. State color and cover wanted.

(C) **Occasional Chair (or Rocker).** Comfortably padded. Wide, shaped arms. Strong hardwood frame finished walnut. Attractive Homespun Cotton Tapestry covering in choice of rust or green. Seat, 19x18½ in. Ht. overall, 33 in. State color and choice of chair or rocker.

(D) **Occasional Table.** Scalloped top, molded edges, fancy cut-in designs. Hardwood in shaded walnut finish. Top, 35x20 in. Ht., 29 in. Easily set up.

(E) **Bookcase.** 3-ply hardwood in walnut finish. Ht., 37½ in.; width, 18 in.; depth, 8½ in.

(F) **Smoking Stand.** Hardwood finished walnut. Neatly decorated. Glass ash tray. Brass fittings. Height, 26½ in.; width, 10 in.; depth, 8 in.

(G) **Footstool.** Top, 16x10 in., upholstered in multi-colored cotton Jacquard velour. Hardwood finished walnut. Height, 10 in.

(H) **Magazine Basket.** Scalloped edges. Hardwood finished walnut. Ht., 20½ in.; width, 12½ in.

(J) **End Table.** Four leg style. Handy lower shelf. Well made, hardwood finished walnut. Top, 21¾x11 in., with molded edge, ht. 24 in. Shipped taken apart.

**COMPLETE 9-PIECE OUTFIT**—Shpg. wt., 418 lbs. Shipped from factory in Atlanta, Ga. or New Orleans, La., whichever is nearer.

1 XM 4512—Homespun Tapestry.....\$57.85  
1 XM 4516—Jacquard Velour.....62.85  
1 XM 4523—Angora Mohair.....68.85

**PIECES SOLD SEPARATELY**

	Homespun Tapestry	Jacquard Velour	Angora Mohair
(A) 1 XM 1975—Davenport Shpg. wt., 200 lbs.	\$25.88	\$27.88	\$30.88
(B) 1 XM 1975—Wing Chair Shpg. wt., 105 lbs.	14.00	16.00	18.00
(C) 1 XM 1975—Lounge Chair (Not shown) Shpg. wt., 100 lbs.	13.00	15.00	17.00





~~\$4.98~~  
Value  
**\$3<sup>39</sup>**

**SAVE! While Supply Lasts!**  
Comfortably padded spring seat. Substantial hardwood frame in walnut finish with attractive two-tone decoration. Note the shaped arms and fancy cut-out back panel. Built for years of satisfying service. EVERY feature of rockers selling for \$7! Rust colored Homespun Cotton Tapestry seat, 19x17 in. Ht. of back from seat, 20 3/4 in. Shipped with runners detached.  
**1 XM 1448 Shpg. wt., 21 lbs. .... \$3.39**

**FOR MAIL  
ORDERS  
ONLY**

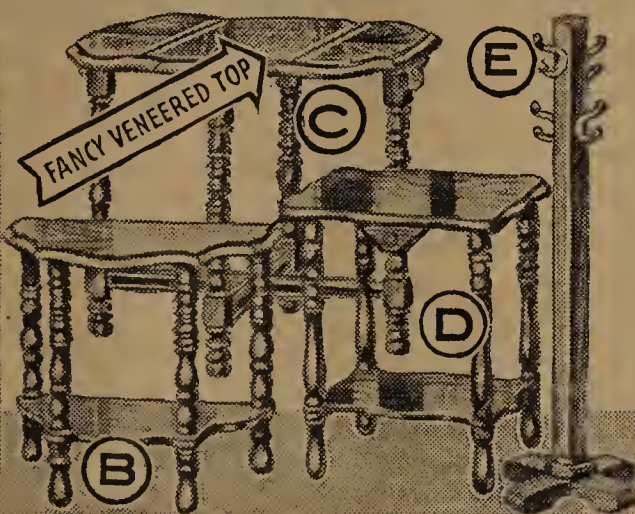


~~\$14.98~~  
Value  
**\$9<sup>98</sup>**  
33x18 1/2 in.

**Walnut Veneered Cedar Chest**

Pays for itself with the clothes it saves! Built to government specifications for moth protection. 3/4-inch Tennessee Red Cedar chest veneered with walnut on top, front and sides. Lacewood overlays. Wood carvings. Lid stays to hold top open. Spring lock and key.

	Size of Top	Height	Shpg. Wt.	Sale Price
<b>1 XM 37601</b>	33x18 1/2 in.	18 1/4 in.	60 lbs.	<b>\$ 9.98</b>
<b>1 XM 37602</b>	36x18 1/2 in.	18 1/4 in.	70 lbs.	<b>11.98</b>
<b>1 XM 37603</b>	40x18 1/2 in.	18 1/4 in.	75 lbs.	<b>12.98</b>
<b>1 XM 37604</b>	45x18 1/2 in.	19 1/4 in.	82 lbs.	<b>15.98</b>
<b>1 XM 37605</b>	48x18 1/2 in.	19 1/4 in.	86 lbs.	<b>18.98</b>



**Handy . . . Cost Little**

- (A) BOOKCASE:** Threc-ply hardwood finished walnut. Ht., 37 1/2 in. Width, 18 in. Depth, 8 1/8 in. Neatly shaped moldings. **\$2.79**  
**1 XM 3703**—Books not included. Shpg. wt., 14 lbs. ....
- (B) END TABLE:** Beautiful walnut finish. All hardwood. Top, 21 3/4 x 11 in. Ht., 24 in. Easily set up. **\$1.29**  
**1 X 3459**—Mailable. Shpg. wt., 7 lbs. ....
- (C) OCCASIONAL TABLE:** Gorgeous Butt Walnut Veneered top with inlays of Marquetry and light toned Lacewood. Balance hardwood finished walnut. Top, 27x18 in. Ht., 29 in. Packed with legs off. **\$4.98**  
**1 X 3465**—Mailable. Shpg. wt., 24 lbs. ....
- (D) RADIO TABLE:** Safe foundation for midget radios. Hardwood finished Walnut. Molded edge top, 18x12 in. Height, 24 in. Shipped taken apart; easily set up. **\$1.39**  
**1 X 3428**—Mailable. Shpg. wt., 8 lbs. ....
- (E) HALL TREE:** Four hooks. Base, 17 in. across. Hardwood finished walnut. Ht., 62 in. Easily set up. **\$1.59**  
**1 X 3942**—Mailable. Shpg. wt., 7 lbs. ....



**Choice of Two Tops!**

Far superior to ordinary tables. Really substantial card table of unusual beauty—stays that way because top is scorch-proof; water and alcohol will not harm it. Strong frame reinforced with corner braces, automatic locking leg braces. (See small picture). Figured black laminated fiber top, 29 1/2 x 29 1/2 in. Legs finished **red, green or mahogany**. Ht., 25 1/2 in. Mailable. Shpg. wt., 11 lbs. State finish.  
**1 X 4832**—As pictured.... **\$1.39**  
**1 X 4834**—Bridge score top. **\$1.39**

Locking  
Leg Braces



**SAVE NOW—PAY LATER—See Page 43**

Both Chair and Rocker



~~\$8.98~~  
**\$5<sup>98</sup>**  
Values

**Cozy! Stylish! They Match!**

Two more sensational Sears bargains! Choice of chair or rocker upholstered in attractive **Rust or Green** Homespun cotton tapestry. Wide arm rests; comfortably padded back. Seat softly padded and button tufted. Solid hardwood frame finished walnut. Seat, 19x18 1/2 in. Height overall, 33 in. Rockers

shipped with runners detached; easily put on. **State choice of color.** Shpg. wt., chair, 22 lbs.; rocker, 23 lbs.

- 1 XM 15211**—Chair.. **\$4.69**
- 1 XM 15212**—Rocker. **\$4.79**
- 1 XM 1521**—Both Chair and Rocker ..... **\$8.98**

**Sale Closes Feb. 28, 1935**

**2-Piece Set**

**\$22<sup>95</sup>**  
Cash

**Cretonne Cushions**

Terms as Low as  
**\$3 DOWN** See Page 43



**Rocker**  
**\$8<sup>45</sup>**  
**Cretonne Cushion**

**OUR BEST FIBER SET . . . SALE PRICED**

All handwoven. Steel core round fiber uprights braced hardwood frames. Spring filled cushions, cretonne or cotton tapestry covers. **Fawn or Green** decorated enamel finishes. Davenport and two or more pieces shipped from factory in Atlanta, Ga. **State choice.**

	Length	Seat	Wt.	Cretonne	Tapestry
<b>1 XM 944</b>					
Davenport	75 in.	59x19 1/2 in.	95 lbs.	<b>\$16.95</b>	<b>\$18.95</b>
Chair	31 1/2 in.	19x17 in.	27 lbs.	<b>8.45</b>	<b>9.25</b>
Rocker	31 1/2 in.	19x17 in.	29 lbs.	<b>8.45</b>	<b>9.25</b>

2-Pc. Set: Davenport and Chair or Rocker. Cretonne. **\$22.95** Tapestry. **\$25.95**  
For Easy Terms See Page 43.



# Sears Biggest Bargain Bed Outfit

Buy it now—that new bed outfit or the separate pieces you’ve been wanting—while Sears offer these startling low prices. Not in months have we been able to offer such great values! And this sale is for Mail Order Customers Only.

**BED.** All steel with gracefully molded tubing ends and a beautiful walnut finish. Solid steel center panel is artistically decorated and striped.

**COIL SPRING.** 96 spring coils of tempered wire. Tied at top with helicals. Side stabilizers. Heavy angle frame. Sturdy steel cross slats.

**MATTRESS.** Only new fluffy cotton could give the comfort you will find in this fine mattress. There’s 45 pounds of cotton in all and it’s layer felted on top and bottom. Deep firm tuftings to keep it permanently in place. Good quality floral art ticking and neat roll edges. State size.

	Catalog No.	Size In.	Shpg. Wt.	Each
Bed.....	1 XM 54131	54	48 lbs.	\$5.45
	1 XM 54133	39	44 lbs.	5.43
Spring....	1 XM 57381	54	63 lbs.	5.45
	1 XM 57383	39	49 lbs.	5.43
Mattress..	1 XM 75701	54	54 lbs.	5.45
	1 XM 75703	39	40 lbs.	5.43
Bed, Spring and Mattress..	1 XM 52121	54	165 lbs.	15.89
	1 XM 52123	39	133 lbs.	15.87



## BARGAIN SPECIAL

Similar to above but bed has no panels and has lighter spring construction.

Bed, Link Spring and Mattress	1XM52641	54-in.	121 lbs.	\$9.85
	1XM52643	39-in.	99 lbs.	9.83
Bed Only	1XM54001	54-in.	44 lbs.	3.75
	1XM54003	39-in.	40 lbs.	3.73

**SALE ENDS  
FEB. 28, 1935**



## Complete Colonial Outfit

Quality couldn't be better at this low price! That's Sears way!

**BED.** Sears famous "Priscilla" model. Four poster of solid hardwood in walnut, mahogany or maple finish. Sturdy posts cut from 2 1/4-in. stock and a beautiful band sawed head board. Wood side rails. Shipped from factory in Memphis, Tenn. State finish.

**SPRING.** 96 deep coil springs cross tied by 154 helical coils. Continuous angle frame. Drop slats. Border wire.

**MATTRESS.** Full 45 pounds. All new cotton; felted at top and bottom. Roll edges. Deep tuftings. Floral art ticking.

Furnished in full (54-inch) or twin (39-inch) sizes.

	Cat. No.	Size	Shpg. Wt.	
Bed, Spring and Mattress.....	1 XM 52201	54-in.	181 lbs.	\$16.88
	1 XM 52203	39-in.	142 lbs.	14.88
Bed Only, Wood Side rails.....	1 XM 42261	54-in.	65 lbs.	5.98
	1 XM 42263	39-in.	55 lbs.	4.98



GRACEFUL MOLDED TUBING

VALUE  
~~\$16.95~~

**\$11.85**  
54-in.  
Bed, Link Spring, Mattress

## Sale Prices for Mail Orders Only

**Choice of Inner-spring or Felted Cotton Mattresses**



Easy Terms

**\$3**  
DOWN

**Worth At Least \$10 More Than We Ask**

Sears finest bed outfit—an ensemble well worth its slight extra cost. Now the comfort of a fine coil spring combined with choice of a spring cushion or a 50-lb. cotton felt mattress. Enjoy comfort and beauty of this fine outfit NOW—pay later on time. Liberal Easy Payment Plan, See Page 43!

**BED.** Famous "Steel Art" quality. Finished in exact reproduction of expensive walnut wood. All steel with molded oval shaped ends. Fancy shaped solid center panels, artistically decorated. Side panels of cane effect steel.

**SPRING.** Double deck coil type. 96 resilient wire coils tied at tops by 154 flexible helical (coil) springs. 2-inch drop cross slats. Heavy steel continuous frame. Heavy border wire top. Baked on green enamel finish, rust resisting.

**SPRING CUSHION MATTRESS.** Highly tempered coils cushioned by layers of soft, felted cotton. Floral pattern drill ticking. Firmly tufted. Roll edges. Real comfort and luxury.

**FELTED COTTON MATTRESS.** 50-lb. weight—all layer felted cotton. Floral art ticking. Deeply tufted. Firm roll edges. Better-Bilt construction.

**Easy Payment Terms:** Bed outfit, with inner-spring mattress, \$3 down, \$4 a month. Use Easy Payment Side of Order Blank Enclosed.

State size	Cat. No.	Size	Shpg. Wt.	Cash Price	EasyPay Price
Bed, Spring and Spring cushion-mattress.....	1 XM 52611	54-in.	200 lbs.	\$22.95	\$25.45
	1 XM 52613	39-in.	160 lbs.	22.93	25.43
Items Listed Below Sold Separately for Cash Only					
Bed, spring and cotton mattress	1 XM 52881	54-in.	180 lbs.	19.95	
	1 XM 52883	39-in.	150 lbs.	19.93	
Bed Only.....	1 XM 54631	54-in.	61 lbs.	8.95	
	1 XM 54633	39-in.	53 lbs.	8.93	



Comfortable  
35-Lb. Cotton  
Mattress

~~\$14.85~~  
Value

SEARS  
SALE PRICE

**\$10.45**  
Complete  
WITH  
LINK  
SPRING

Luxurious  
Inner-Spring  
Mattress

~~\$30.00~~  
Value

SEARS  
SALE PRICE

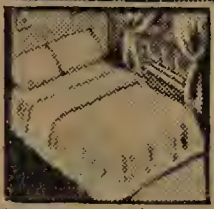
**\$21.48**  
Cash  
JASPE  
CLOTH

### Full Size Studio!

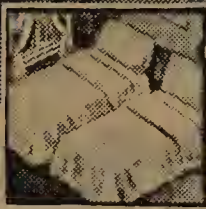
Three big pillows, two fine quality mattresses, valanced cotton Jaspe cloth covering in rust or green—EVERY convenience of studio couches worth \$15 and up!

Choice of link wire spring (slide-under) type which opens to a double bed or two 30x72-inch twin size beds; or the 80-coil spring (automatic) pull-over type which opens only to double size bed, 48x72 inches. Mattress filled with 35 pounds of all new cotton. Pillows measure, 24x18 in., filled with fluffy cotton. Shipped from factory near our mail order house. State color.

1 XM 5846—With link wire spring  
Shpg. wt., 110 lbs. **\$10.45**  
1 XM 5841—With 80-coil spring.  
Shpg. wt., 126 lbs. **\$12.95**



Double Bed



Twin Beds

**65¢**  
EACH  
And Up

**Paragon Processed Pillows—**  
Dustless and Odorless  
50% chicken and 50% turkey  
curled feathers. Floral ticking.

1 X 7142	Act. Wt.	Shpg. Wt.	Ea.	Pair
17x24 in.	2 lbs.	2 lbs. 6 oz.	<b>65c</b>	<b>\$1.19</b>

All silver gray goose feathers.  
Satin-like finish 8-oz. floral ticking.

1 X 7124	Act. Wt.	Shpg. Wt.	Ea.	Pair
18x25 in.	1 7/8 lbs.	2 lbs. 6 oz.	<b>\$1.79</b>	<b>\$3.48</b>
19x26 in.	2 lbs.	2 lbs. 8 oz.	<b>2.19</b>	<b>4.25</b>

All white down! First time at this  
low price! Down-proof imported  
linen-like finish cotton ticking. Best  
value we have ever offered!

1 X 7118	Act. Wt.	Shpg. Wt.	Ea.	Pair
19x26 in.	1 3/8 lbs.	2 lbs.	<b>\$3.49</b>	<b>\$6.75</b>
21x27 in.	1 5/8 lbs.	2 lbs. 2 oz.	<b>3.98</b>	<b>7.75</b>

GENUINE  
**PARAGON**  
PILLOWS

### New Rounded Corner Style on Sale!

Very latest—yet SALE PRICED at Sears! New rounded corners—richer, more distinctive. Opens to double or twin size beds; both sections same height. Fully upholstered like fine living room furniture. Coil spring base with removable spring cushion mattress on top; softly padded with felted cotton. Covered with brocaded cotton Jaspe Cloth or cotton Homespun Tapestry in choice of rust or green colors. Three box edge pillows, size, 18x24 in. Honor-Bilt hardwood frames over steel skeleton. Each section measures, 30x73 in. Opens to 6 inches wider than full size bed. Shipped from factory near our mail order house. State color. Shpg. wt., 185 lbs.

1 XM 58841—Brocaded Jaspe cloth. Cash.....**\$21.48**  
Easy Payment Price.....**\$23.98**  
1 XM 58842—Homespun Tapestry. Cash.....**24.48**  
Easy Payment Price.....**26.98**  
\$3 down, \$4 a month. Use Easy Payment Order Blank.

### EXTRA THICK 55 Pounds 5 Lbs. Overweight

Deep 55-pound size and every pound of filling material is all new cotton, clean as money can buy! Felted into layers at both top and bottom to hold the fluffy center snugly in position—to prevent shifting and lumping. Really a fine mattress through and through—not to be compared with ordinary quality built to sell at this price. Attractive floral pattern art ticking. Roll edges. Shipped in sanitary carton.

1 XM 7514—State size.	
Fits Bed	Act. Wt. Shpg. Wt.
54-in.	55 lbs. 64 lbs. <b>\$6.79</b>
39-in.	42 1/2 lbs. 49 lbs. <b>\$6.77</b>

### FULL 50-LB. SIZE

With Swiss Embroidery effect plain color sides.  
That's the kind of values Sears midwinter sale brings you—a regular 50-pound mattress, 50-pound softness and comfort—at the standard price of a 40 pounder. Filled with all new cotton felted at both top and bottom. Heavy floral art ticking. Deep, uniform tuftings. Roll edges. Shipped in sanitary carton.

1 XM 7628—State size.	
Fits bed	Act. Wt. Shpg. Wt.
54-in.	50 lbs. 58 lbs. <b>\$5.79</b>
39-in.	37 1/2 lbs. 44 lbs. <b>\$5.59</b>

Special—A 45-lb. all new cotton mattress. Deeply tufted—Covered in floral art ticking. Firm Roll edge. (Not shown.)

1 XM 7500—State size.	
Fits bed	Act. Wt. Shpg. Wt.
54-in.	45 lbs. 53 lbs. <b>\$4.65</b>
39-in.	32 1/2 lbs. 39 lbs. <b>\$4.55</b>

### Double Deck!

96 extra deep large cone coils for extra comfort. Center tie wire prevents swaying. Heavy angle steel frame. 154 small helicals cross tied at tops. Drop slats. Green enamel finish. Fits beds with either wood or steel side rails. State size..

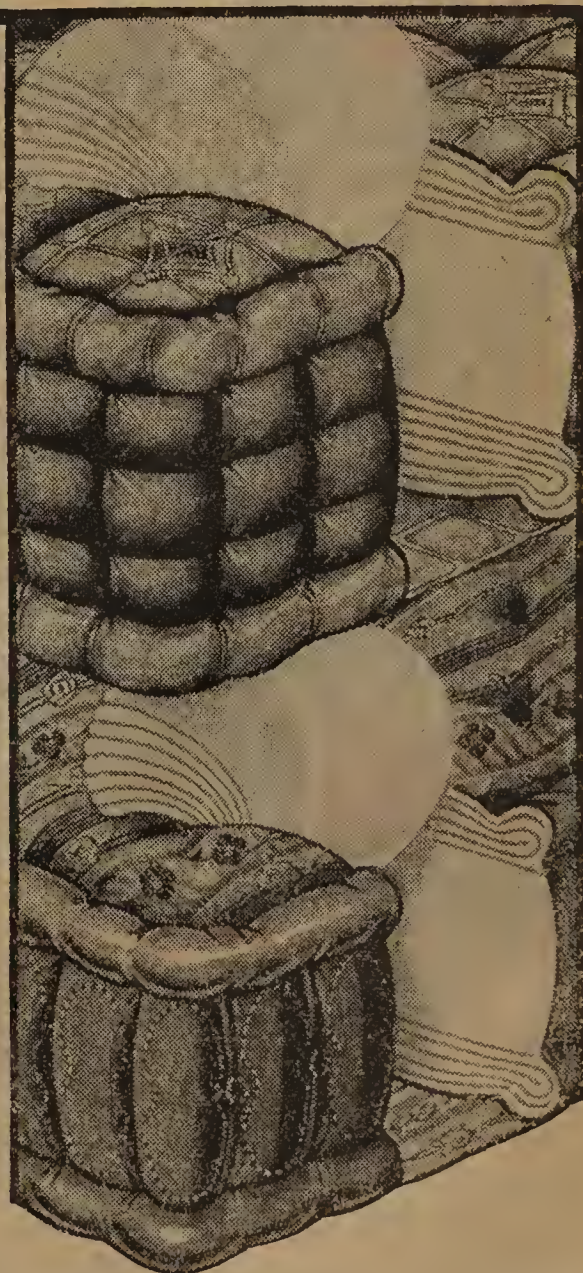
1 XM 5719	
Fits Bed	Shpg. Wt.
54-inch	69 lbs. <b>\$5.95</b>
39-inch	50 lbs. <b>\$5.93</b>



### Bargain Spring!

Single deck. 96 single cone coils cross tied by 154 helicals. Drop slats. Angle steel frame. Border wire. Green enamel finish. Fits beds with wood or metal side rails.

1 XM 5726—State Size.	
Fits Bed	Shpg. Wt.
54-inch	63 lbs. <b>\$4.88</b>
39-inch	49 lbs. <b>\$4.86</b>





NO HUMPS - NO LUMPS  
TIED INNER SPRING  
CAN'T SLIP

Sears  
SALE PRICE

**\$15<sup>95</sup>**

64-in.  
Tuftless

a \$26<sup>75</sup> Value

**Genuine Panel Damask**

**TUFTED OR  
TUFTLESS**

**Midwinter Sale Value!**

A fine spring cushion mattress—in choice of two constructions—tuftless type with smooth, pillow-like surface—or conventional tufted type. Inner constructions identical. Hundreds of double cone shaped wire coils, 32 lbs., soft clean felted cotton padding. Stitched batt insulators. Eight screened ventilators. Taped roll edges. Heavy panel pattern cotton damask ticking, rich linen-like finish. Blue, Rose, Green, or Orchid colors. State choice. Shipped in sanitary carton.

**LAST MINUTE SPECIAL!!** Not shown

We held the presses to get this \$25 value in our sale. Newest type tuftless spring cushion mattress with Inner Roll edge. Hundreds of springy coils; padded with all felted cotton. Taped edge; button tufted. Covered in durable Blue and White woven striped ticking. Shipped from factory near our mail order house. State size and color.

	To fit bed	Shpg. Wt.	Sale Price
1 XM 76121	54-inch	70 lbs.	\$17.75
1 XM 76123	39-inch	55 lbs.	17.55

	To fit	Shpg. Wt.	Sale Price
1 XM 7623—With TUFTLESS Surface	54-in. bed	70 lbs.	\$15.95
	39-in. bed	55 lbs.	15.75
1 XM 7678—With TUFTED Surface	54-in. bed	68 lbs.	\$13.95
	39-in. bed	55 lbs.	13.75

**SALE ENDS  
FEB. 28,  
1935**

# THE NATION'S SLUMBER

**FELTED COTTON  
INNER-STRAP**

a \$15<sup>00</sup> Value

**\$9<sup>75</sup>**

54-In.

SAVE OVER \$5<sup>00</sup>

**INNER-STRAP  
INNER-SPRING**

Reduced from \$16<sup>98</sup>

**\$12<sup>98</sup>**

54-In.

Save \$4<sup>00</sup> Now

**Full 55 Pound Weight**

Sears famous inner-strap—tapes secured inside to prevent spreading. Priced low—after this sale the price must go up. 55 lbs. of all new layer cotton felt. Deep tuftings. Roll edges. Screened ventilators, heavy two tone drill covering, choice of green, rose or orchid. State size and color. Shipped in sanitary carton.

	Act. Wt.	Shpg. Wt.	Sale Price
1 XM 7605	55 lbs.	65 lbs.	\$9.75
To fit 54-in. bed	55 lbs.	65 lbs.	\$9.75
To fit 39-in. bed	42½ lbs.	48 lbs.	9.55

**Reinforcing Straps Lengthen Service**

Exclusive at Sears! Our famous Inner Strap—the mattress that always retains its shape—with a spring cushion unit. What a combination for comfort! A gigantic bargain that even Sears may not be able to repeat. Act NOW for savings! Hundreds of heat tempered coils, closely nested, respond instantly to every body movement. 32 lbs. soft felted cotton padding. Stitched batt insulator for smoother surface. Taped roll edges. Screened ventilators. Allover pattern drill ticking in blue, green, rose, or orchid. State color. Shipped in sanitary carton.

	Shpg. Wt.	Sale Price
1 XM 7609	64 lbs.	\$12.98
To fit 54-in. bed	64 lbs.	\$12.98
To fit 39-in. bed	51 lbs.	12.78

**50-LB.**

Was \$7<sup>11</sup>

**\$6<sup>68</sup>**

54-In.

EASILY WORTH \$10<sup>00</sup>

**60-LB.**

Reduced from \$9<sup>98</sup>

**\$8<sup>98</sup>**

54-In.

a \$13<sup>00</sup> Value

**BUY  
NOW-  
PAY LATER**

See Page 43

**Sears NATIONALLY KNOWN "BETTER-BILT" WITH ALL NEW LAYER COTTON FELT**

50-Pound thickness. Extra Layers at Center.

Every ounce of cotton from top to bottom felted into thick, fluffy layers—recognized the world over as the finest construction for all cotton mattresses. And in addition EXTRA layers have been built into center (where ordinary mattresses develop hollows). It's this EXTRA quality feature that makes "Better-Bilt" a deeper, more restful and longer lasting mattress. Roll edges keep sides straight and neat. Deep tuftings. Covered with durable art ticking. Shipped in sanitary carton. State Size.

	Act. Wt.	Shpg. Wt.	Sale Price
1 XM 7591	50 lbs.	58 lbs.	\$6.68
To fit 54-in. bed	50 lbs.	58 lbs.	\$6.68
To fit 39-in. bed	37½ lbs.	44 lbs.	6.48

60-Pound thickness. Woven Striped Ticking.

Imagine the comfort of 60 pounds of all new layer felted cotton—that's 10 pounds more than standard. Has Sears famous "Better-Bilt" feature, too—with extra layers of fluffy cotton built into center as shown in small picture. Tailored with blue and white woven striped covering—favorite ticking of Grandmother's day—now used extensively because of its durability. Four rows side stitching. Deeply tufted. Taped roll edges. State Size. Shipped in sanitary carton.

	Act. Wt.	Shpg. Wt.	Sale Price
1 XM 7657	60 lbs.	71 lbs.	\$8.98
To fit 54-in. bed	60 lbs.	71 lbs.	\$8.98
To fit 39-in. bed	47½ lbs.	55 lbs.	8.78



a \$16<sup>98</sup> Value

Save \$6<sup>00</sup>

\$10<sup>98</sup>  
54-In.

Inner-Spring Comfort  
Costs So Little  
**DON'T MISS IT!**

### Bargain Special

Not illustrated. Worth \$12 of anybody's money! Spring unit has tempered coils. Padded with all New Felted Cotton. Durable drill ticking, roll edge and secure tufting.

1 XM 7694—State size.

Fits bed	Shpg. Wt.	Sale Price
54-in.	70 lbs.	\$8.68
39-in.	49 lbs.	8.48

### "More Mattress for the Money"

- Spring unit has hundreds of heat tempered coils cross tied by spiral coils.
- Softly padded with all new felted cotton.
- Thick stitched cotton batt insulator.
- Heavy sateen ticking in attractive pattern.
- Taped edges and button tufts.

More comfort in the springs—they're deeper and better quality than this price usually buys. Sears quality cotton padding—all new and clean. It's not the most luxurious mattress you can buy—but for good honest value it's a bargain you just wouldn't expect any place but at Sears. Screened side ventilators. Sateen ticking may vary in design from one shown. Shipped in flat sanitary carton. State size.

1 XM 7667	Shpg. Wt.	Sale Price
To fit 54-in. bed	70 lbs.	\$10.98
To fit 39-in. bed	49 lbs.	10.78

Beautiful Sateen Ticking

Sewed Batt and Layer Cotton over Springs

# SHOP SAVES YOU MORE

Reduced from \$11<sup>95</sup>  
**\$8<sup>95</sup>**  
1 XM 57901  
\$15<sup>00</sup> Value

**Finest BED SPRING MADE**

### Choice 140 or 187 Coils

Utmost in comfort and long service. Double deck type—187 or 140 heat tempered triple cone coils cross tied at tops by sensitive helical (coil) springs. Center border wire eliminates sidesway. Heavy, 1½x1½-inch full angle frame. Rounded corners on frame. Side stabilizers. Green enamel finish. Fewer coils in smaller sizes. Fit beds with either wood or steel side rails.

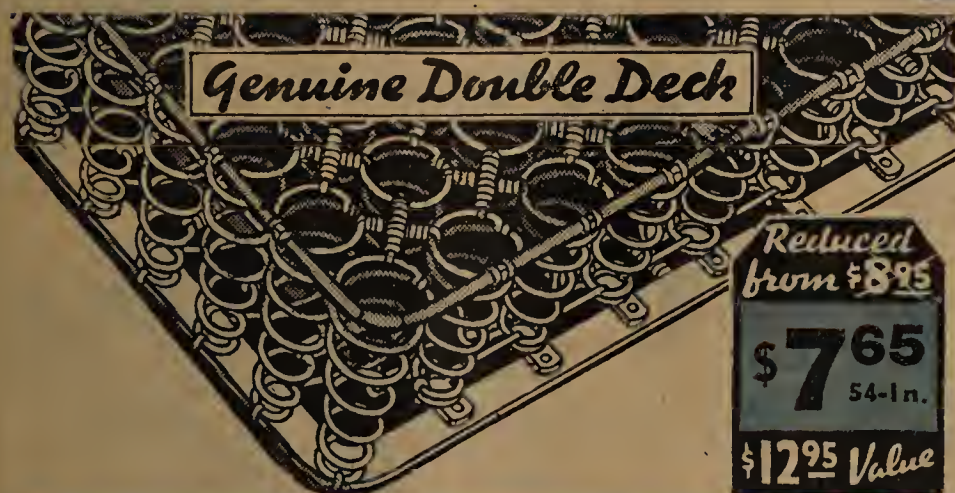
#### With 187 Large Coils

State Size.	To fit	Shpg. wt.	Sale Price
1 XM 57991—54-in. bed.....		109 lbs.	\$11.95
1 XM 57993—39-in. bed.....		78 lbs.	11.93

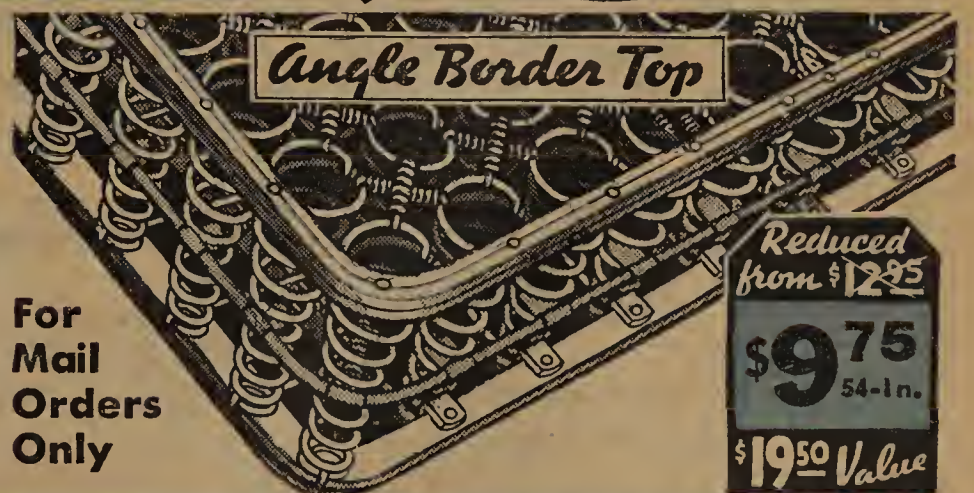
#### With 140 Large Coils

1 XM 57901—54-in. bed.....	86 lbs.	\$8.95
1 XM 57903—39-in. bed.....	65 lbs.	8.93

Reduced from \$13<sup>99</sup>  
**\$11<sup>95</sup>**  
1 XM 57991  
\$19<sup>75</sup> Value



Reduced from \$8<sup>95</sup>  
**\$7<sup>65</sup>**  
54-In.  
\$12<sup>95</sup> Value



Reduced from \$12<sup>95</sup>  
**\$9<sup>75</sup>**  
54-In.  
\$19<sup>50</sup> Value

For Mail Orders Only

### 99 Triple Cone Coils!

More quality features than we've ever seen on springs in this price range. Super double deck construction—that is, extra helical coils anchor center deck wire to frame, adding both comfort and service. Made with 99 triple cone coils of finest heat tempered wire—cross tied at top by 160 sensitive helical coils. Continuous 1¼-inch angle steel frame all corners rounded. Sag proof side stabilizers hold edges straight. 2-inch drop cross slats. Rust resisting green enamel. Fits bed with wood or steel side rails. State size.

1 XM 57831	To fit 54-in. bed	Shpg. wt., 72 lbs.	\$7.65
1 XM 57833	To fit 39-in. bed	Shpg. wt., 53 lbs.	7.63

### Duplicates a \$19.50 Seller!

From the strong angle border frame to the extra deep coils used throughout here is an exact duplication of a Nationally Advertised spring selling today for \$19.50 in leading stores! Has 99 triple cone coils cross tied at both top and center by literally hundreds of small helical coils. Gives each large coil independent action—increases comfort—lengthens service. Full double deck construction keeps coils permanently in line. Angle top border makes a sag-proof edge. Side stabilizers. 2-inch drop cross slats permit deeper coils. Baked-on rust resisting green enamel finish. Fits bed with either wood or steel side rails. State size.

1 XM 57871	To fit 54-in. bed	Shpg. wt., 90 lbs.	\$9.75
1 XM 57873	To fit 39-in. bed	Shpg. wt., 70 lbs.	9.73

SEARS C 59





**\$13<sup>95</sup>**



**\$9<sup>95</sup>**

CASH

3-Piece Suite As Listed

**\$4<sup>00</sup> DOWN**



Dresser

**\$18<sup>95</sup>**

**\$10<sup>95</sup>**

### QUALITY on Sears Bargain Counter!

A Brand new design that has the very latest style features! Fronts of all pieces decorated with popular "V" matched effect (overlays,) half turnings and genuine wood carvings. Finish is a glossy two-tone walnut with neat cut-in designs. Heavy built-up legs. Molded edge tops. Big genuine Plate glass Triple Mirrors. The heavy 3-inch posts

on the bed are typical of the sound construction used throughout. Every piece sturdy hardwood. Wardrobe has roomy hanging space on one side and 3 compartments on the other. Drawers dovetailed. Bed has wood side rails. Bedding not included. Use Your Credit, See Page 43. Shipped from factory in Memphis, Tenn.

#### 1 XM 4386

	Top Sizes	Mirror	Shpg. Wt.	Sale Price
Vanity.....	42x17 in.	14x28 in. Sides, 24x6 in.	125 lbs.	<b>\$18.95</b>
Chest, Ht., 46 in.....	30x17 in.	.....	100 lbs.	<b>9.95</b>
Poster Bed.....	54 in.	.....	100 lbs.	<b>10.95</b>
Dresser.....	42x19 in.	26x14 in. Sides, 22x6 in.	128 lbs.	<b>18.95</b>
Wardrobe, Ht., 63 in.....	37x19 in.	.....	130 lbs.	<b>13.95</b>
Vanity Bench, Green Rayon Damask	26x15 in.	.....	12 lbs.	<b>3.95</b>
3-Piece Suite—Chest, Bed and Choice of Vanity or Dresser.....			325 lbs.	<b>37.85</b>



**\$13<sup>95</sup>**

**\$15<sup>95</sup>**

**\$29<sup>95</sup>**

CASH

7-Piece Suite As Listed

~~\$45.00 Value~~

**\$3<sup>00</sup> DOWN**

**\$2<sup>85</sup>**

**\$14<sup>45</sup>**

SALE CLOSES FEB. 28, 1935

### Costly in Appearance . . . But Not in Price

New! Stunning! Sears bring expensive beauty at sale prices! Latest "cuta-way" front on buffet. Two-tone shaded walnut finish on all pieces. Striking decorations. Deeply cut lines form novel patterns. Genuine wood earings, overlays and attractive moldings. Sturdy hardwood throughout with 3-ply ends. Heavy, gracefully turned

legs. Fancy grille and large drawer in china cabinet. Varnished interiors. Chair seats upholstered in fancy rust color Homespun Cotton Tapestry. All joints securely locked and braced to KEEP them rigid. Buy on Easy Payments. See Page 43.

Shipped from factory in Memphis, Tenn.

#### 1 XM 2320

	Top Sizes	Shpg. Wt.	Sale Price
Buffet.....	60x20 in.	150 lbs.	<b>\$15.95</b>
Table, 6-ft. extension.....	54x40 in.	190 lbs.	<b>14.45</b>
China Cabinet, Ht., 64 in.....	36x14 in.	145 lbs.	<b>13.95</b>
Side Chair.....	18x15 in.	12 lbs.	<b>2.85</b>
Arm Chair.....	20x16 in.	16 lbs.	<b>3.75</b>
7-Piece Suite, Table, 5 Side Chairs and 1 Arm Chair.....		266 lbs.	<b>29.95</b>

### Easy Terms As Low As \$3 Down, See Page 43

This chifforobe has a place for everything. The roomy full length wardrobe compartment hangs clothes full length and can be had with plain wood or long mirror door. Our Midwinter sale prices this good looking piece far below it's actual worth.

Constructed solidly of hardwood, finished golden or walnut. Equipped with pull-out hanging rod and two hangers. Long mirror, 40x14 in.; Small mirror, 16x12 in. Four roomy drawers, Two-tone decorated. Overall ht., 63 in.; width, 38 in.; depth, 17½ in. Inside ht., 51½ in. Cedar lining in garment compartment may be had for \$3.50 extra. Shipped from factory in Memphis, Tenn.

#### State finish.

With Wood Door. Shpg. wt., 97 lbs.

1 XM 4793—Sale Price.....**\$12.85**

With Long Mirror Door. Shpg. wt., 107 lbs.

1 XM 4794—Sale Price.....**\$15.85**

### Roomy Wardrobe

**\$10<sup>95</sup>**

As Shown

Extra large clothes space with garment rods and clothes hangers. Full width hat shelf. Mirrors, 30x15 in. Hardwood finished golden oak or walnut, 3-ply doors, sides, top and bottom. Size overall, height, 74½ in.; depth, 20 in. Double Size is 44 in. wide; Single size, 25 in. wide. With or without mirrors in doors. Shipped unassembled from factory in Memphis, Tenn. Easily set up. State size and finish wanted.

#### Single Size

1 XM 4917—Wood door. Shpg. wt., 90 lbs. **\$8.45**

1 XM 4918—Mirror door. Shpg. wt., 95 lbs. **\$9.95**

#### Double Size

1 XM 4916—Wood doors. Shpg. wt., 125 lbs. **\$10.95**

1 XM 4915—Mirror doors. Shpg. wt., 130 lbs. **\$12.95**





SEARS  
SALE PRICE

**\$29<sup>98</sup>**  
CASH

~~\$37<sup>50</sup>~~  
**Value**

3-Pc. Suite as Listed



### Beautifully Decorated! Bargain Priced!

Construction in keeping with the beauty of this suite. Solid hardwood tops and fronts—3-ply ends. All hardwood interiors. Tastefully finished in rich brown walnut with light tone panels in striking "V" matched effects. Decorated with elaborate half turnings and deep cut routing lines. Vanity has good grade triple mirror and one full length drawer. Bed posts are of 2½-in. stock. Wardrobe with hanging rod and attractive varnished interior. Bed has wood side-rails. Bedding not included. Buy on Easy Terms, See Page 43. Shipped from factory in Memphis, Tenn.

1 XM 4357	Top Sizes	Mirror	Shpg. Wt.	Sale Price
Vanity, Ht., 69 in....	40x16 in.	14x28 in.	100 lbs.	<b>\$12.95</b>
Chest, Ht., 46½ in....	28x15½ in.	Sides, 6x24 in.	91 lbs.	<b>9.95</b>
Poster Bed, 54-in....			86 lbs.	<b>9.95</b>
Dresser, Ht., 72 in....	36x18 in.	14x24 in.	102 lbs.	<b>11.95</b>
Wardrobe, Ht., 62 in..	30x17 in.		110 lbs.	<b>9.95</b>
Vanity Bench.....	18½x12 in.	Green Damask Seat	9 lbs.	<b>2.45</b>
3-Piece Suite—Vanity, Bed, and choice of Chest or Wardrobe.....			277 lbs.	<b>29.98</b>

SEARS  
SALE PRICE

**\$22<sup>98</sup>**  
CASH  
3-Pc. Suite as Listed

~~\$29<sup>50</sup>~~  
**Value**

**\$3.00**  
DOWN

*Sale Closes  
Feb. 28, 1935*



### A Smashing Value for This Sale

Truly amazing! A 3-piece Bedroom suite for only \$22.98. You get far more than your Dollars worth in these pieces. Richly decorated with half-turnings and deeply cut lines filled with gold color enamel. All hardwood construction; 3-ply ends. Two-tone walnut finish. Top edges are molded. Gracefully turned legs and mirror standards. Band sawed rails. Metal drawer pulls. All pieces equipped with casters. Vanity has one full length drawer. Popular style bed with turned fillers; is equipped with wood side-rails. Bedding not included. Buy it on Easy Payments, see Page 43.

Shipped from factory in Memphis, Tenn.

1 XM 4318	Top Sizes	Mirror	Shpg. Wt.	Sale Price
Vanity, Ht., 67 in.	40x16 in.	14x24 in.	86 lbs.	<b>\$10.45</b>
Chest, Ht., 47 in.	28x15½ in.		91 lbs.	<b>7.95</b>
Bed, 54-in. width			65 lbs.	<b>5.95</b>
Vanity Bench	21x14 in.		9 lbs.	<b>1.75</b>
3-Piece Suite: Chest, Vanity and Bed			242 lbs.	<b>22.98</b>



### **\$6<sup>48</sup>** CHESTS.. in Choice of Five Sizes

Right up the line—from the smallest to the largest—big bargains. Made to the same high principles of construction; hardwood with heavy posts and corner braces. Highly grained walnut finish. Casters. Shipped from factory in Memphis, Tenn.

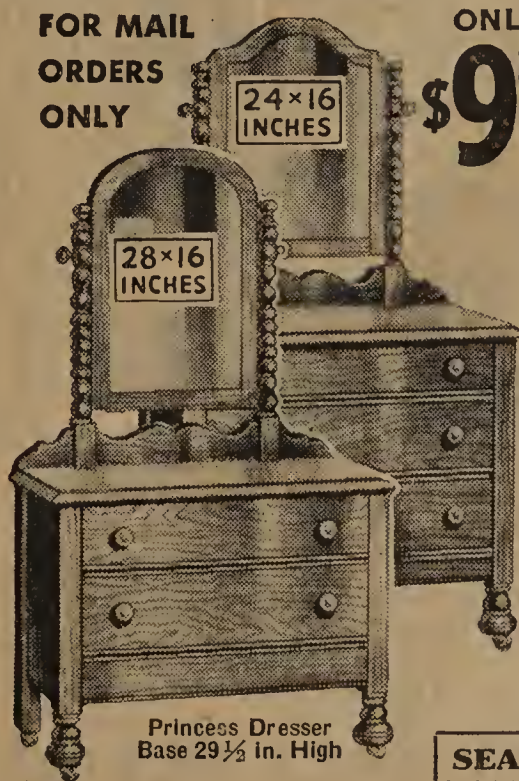
1 XM 4722—State size.

Height	Top Sizes	Shpg. Wt.	Sale Price
(A) FOUR DRAWERS	43-in.   28x16 in.	80 lbs.	<b>\$ 6.48</b>
(B) FIVE DRAWERS	51-in.   28x16 in.	90 lbs.	<b>8.48</b>
(C) FIVE DRAWERS Fancy Ball feet.	46-in.   34x19 in.	110 lbs.	<b>9.48</b>
(D) FIVE DRAWERS Fancy Ball feet. Channeled posts and molded frame.	46-in.   34x19 in.	115 lbs.	<b>10.98</b>
(E) FIVE DRAWERS Fancy Ball feet.	46-in.   40x19 in.	125 lbs.	<b>12.98</b>

Ball Feet on  
34 and 40-in.  
Chests

FOR MAIL  
ORDERS  
ONLY

### ONLY **\$9<sup>88</sup>** For a 36-in. Dresser!



Prices go up Feb. 28! Your choice of two styles—both made to high standards—both worth ⅓ more in ANY store. Solid hardwood tops and fronts, 3-ply ends. Well braced and reinforced. Hardwood throughout, walnut finish. Heavy Ball Feet. Spool type mirror standards. Tops, 36x18 in. Clear glass mirrors. Shipped from factory in Memphis, Tenn.

1 XM 4415—Princess Dresser. Two drawers. Ht., 66 in. Mirror, 16x28 in. Shpg. wt., 90 lbs. **\$10.98**

1 XM 4416 Dresser. Three drawers. Ht., 69 in. Mirror, 16x24 in. Shpg. wt., 110 lbs. **\$9.88**

Princess Dresser  
Base 29½ in. High



## Price Speaks For Itself

Here is a bargain that smashes all price records of the season! Made of unpainted cabinetwood and will finish nicely to match other furniture. More solid and heavy than skimpy hardwood chairs. So smoothly sanded anyone can do an expert job of finishing. Heavy legs and stretchers. Large seat, 15x15 in. Ht., of back, 17½ in. Base taken apart, easily set up. Shpg. wt., 9 lbs.

1 XM 2540..... 59c



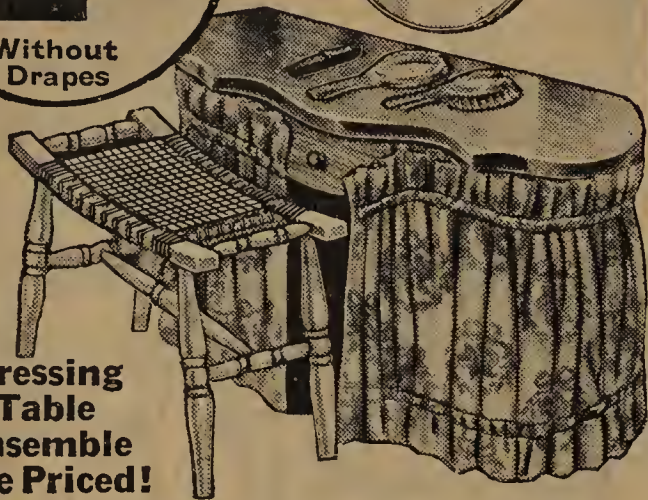
~~\$1.19~~  
Value  
**59c**

FOR MAIL  
ORDERS  
ONLY

Dressing  
Table

**\$2.98**

Without  
Drapes



**Dressing  
Table  
Ensemble  
Sale Priced!**

Table has folding arms for attaching drapery. Smoothly sanded cabinetwood. All pieces mailable. **Table.** Height, 30 in., top, 18x34 in. One drawer. Shipped with legs off. Shpg. wt., 22 lbs.

1 X 3414—With floral draping..... **\$3.48**

1 X 3435—Without drapes..... **\$2.98**

**Round Mirror.** Clear glass, diam., 14 in.

1 X 4118—Shpg. wt., 5 lbs..... **1.19**

**Roman Bench.** Double cane seat, 12x18 in. Ht., 18½ in.

1 X 3521—Shpg. wt., 6 lbs..... **\$1.19**

Complete Set. Shpg. wt., 43 lbs.

1 X 3620—With drapes..... **5.39**

1 X 3618—Without drapes..... **4.98**



Value  
~~\$49.00~~  
**\$31.95**  
Gol.  
Oak  
48-IN.

**2 SIZES—40 and 48 IN.**

## Stainless Porcelain Enamel Steel Top

Removable bread board, food chopper block. Dust-proof roll curtain. Eight-piece glassware set. Nicked hardware. Ht., 72 in.; depth, 25 in. 40-in. size has only two drawers in top section. Antproof casters. Oak finished golden or hardwood in enamels—White, Green or Green with Ivory doors and drawers. Articles shown but not mentioned not included. 40-inch size shipped from factory in Bloomington, Ind. 48-in. shipped from factory in Memphis, Tenn. Shpg. wts., 185 and 300 lbs. State color.

**62 C SEARS**

40-in. 48-in.  
1 XM 21951—Gol. Oak. \$26.85 \$31.95  
1 XM 21952—Enamel Fin. 27.75 34.75

## A Great Bargain IN A GREAT SALE

~~\$1.35~~ Value  
**75c** CHAIR ONLY



## Make Up Your Own Set

Here is the bargain sensation of our last midsummer sale—repeated at the same low price—so that thousands more can make this great saving! Remember, it's Sears quality cabinetwood, heavy, really substantial furniture. Smoothly sanded, ready for your brush.

**TABLE**—Drop-leaf style. Gracefully shaped leaves have triple hinges and knuckle joints to insure close fit. Rigidly constructed. Top measures, 36x22 in.; opens to 42x36 in.

**CHAIR**—Cathedral type with shaped top rail and bannister. Extra heavy legs and stretcher braces. Seat, 13⅞x14⅞ in. Full 1¼ in. thick. Ht. of back, 17½ in.

1 XM 2506—Drop-leaf table and four chairs. Shpg. wt., 64 lbs.... **\$5.69**

1 XM 2517—Drop-leaf table only. Shpg. wt., 28 lbs..... **\$2.78**

1 XM 2560—Chair only. Shpg. wt., 9 lbs..... **.75**

**EXTENSION TABLE** (Small picture). Matches chairs above. Attractively shaped legs bolt firmly into wood corner braces for rigidity. Molded edge top, 42x30 in. Opens to 52x30 in. Leaf included.

1 XM 2637—Shpg. wt., 35 lbs..... **\$3.48**

1 XM 2501—Extension table and four chairs. Shpg. wt., 71 lbs.... **5.98**

All pieces shipped with legs off; easily put on.



~~\$14.00~~ Value  
**\$9.48**  
5 Pcs.  
Green and Ivory

Made from selected cabinetwoods in lustrous enamel finishes. Smart Cathedral type panel-back chairs. Shaped table leaves triple hinged have tight fitting knuckle joints. Choice of Forest Green trimmed with Cream Ivory or Cream Ivory trimmed with Forest Green. Table top, 36x22 in.; opens to 42x36 in. Chair seats, 15⅞x14⅞ in., Ht., of backs from seats, 17½ in. Chairs shipped set up, table with legs and leaves off; easily put on. Shipped from factory in Memphis, Tenn. or Kansas City, Mo.

1 XM 2597	Shpg. Wt.	Green Trimmed With Ivory	Ivory Trimmed With Green
Table only.....	28 lbs.	<b>\$4.98</b>	<b>\$5.08</b>
Chair, Each.....	9 lbs.	<b>1.60</b>	<b>1.65</b>
5-piece Set: Table and 4 Chairs.....	64 lbs.	<b>9.48</b>	<b>9.78</b>



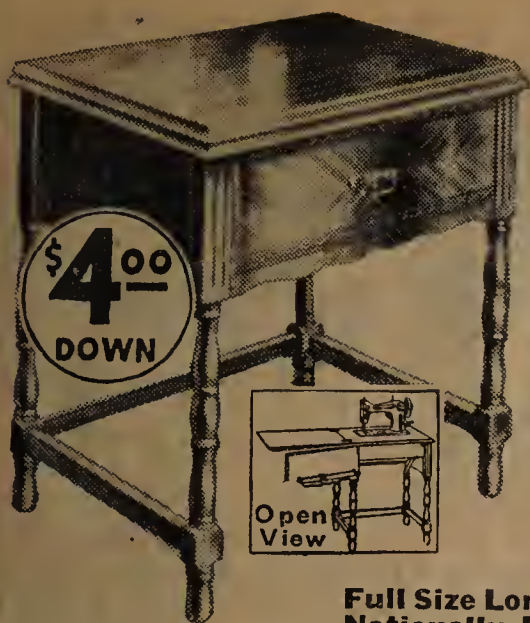
## A Challenge Bargain

White porcelain enamel working space slides out to 40x14 in., 25-lb. tilting flour bin; built in sifter. Rolling curtain. Metal lined bread drawer with sliding top. Roomy pan compartment; sliding wire shelf and rack for lids. Four-piece glassware set. All hardwood construction. Nickel plated hardware. **COLORS:** Golden finish or enameled white, or Green with Ivory doors and drawers, and Ivory with Green doors and drawers. Shipped from factory in Memphis, Tenn. Shpg. wt. 135 lbs.

1 XM 21111—Golden Finish..... **\$14.98**

1 XM 21112—Enamel. State color.. **\$15.60**





Was  
~~\$39.50~~

Sears  
SALE PRICE

**\$34.50** Cash

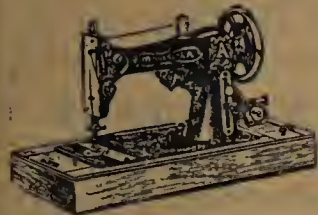
Minnesota  
Console  
Electric

Full Size Long Shuttle Head  
Nationally Famous Quality

Made by a leading sewing machine manufacturer—priced at HALF the regular retail value! Sews popular double lock-stitch. Handy knee control. Automatic bobbin winder. Powerful bronze bearing motor. Hand lift sewing head. Walnut veneered cabinet with matched front. Size of top, 22x17¼ in. closed; 43x17¼ in. open. Ht., 31 in. D.C. or A.C. motor, 110 to 120 volts, 25 to 75 cycles. For 32-volt motor allow \$2 extra. Shipped from factory near Cleveland, Ohio. With instruction book, accessories and full set of Greist attachments. Shpg. wt., 75 lbs.

1 XM 6162—Cash Price..... **\$34.50**  
Easy Payment Price \$4 Down; \$5 a Month... **\$37.95**

For Easy Payments, Use Easy Payment Side of Order Blank Enclosed.



### Portable Electric

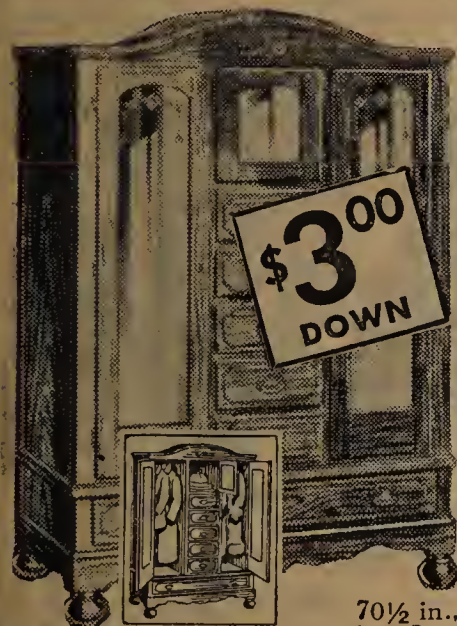
Same sewing head and motor as above. Solid walnut base, 21x9¼ in.; rubberized cover. Foot control. For 32-volt motor send \$2 extra. Shipped from factory near Cleveland, Ohio. Shpg. wt., 47 lbs.

1 XM 6181— **\$19.95**  
Cash Price.....

Easy Payment Price.... **\$22.45**

TERMS: \$3 Down; \$4 a Month.

Use Easy Payment Side of Order Blank.



### Full Width Drawer at Bottom

- Two deep wardrobe compartments for hanging clothes full length, 51 in. from hanger to floor.
- Five deep center drawers.
- Big hat compartment.

Etched door mirrors, 40x8 in. Hat box mirror, 10¼x8 in. Hardwood throughout in walnut finish, 3-ply panels; cut-in design on drawers. Attractive canopy top. Heavy ball feet. No space wasted. Overall ht., 70½ in., width, 43 in.; depth, 21½ in. Locks on all doors. Glue blocked full frame construction. Hanger rods and 4 hangers. Shipped from factory in Memphis, Tenn.

1 XM 4789—As shown | 160 lbs. | **\$21.85** | **\$24.35**  
1 XM 4781—Wood Doors; hat compartment mirror only. | 137 lbs. | **19.95** | **22.45**

Terms: \$3 Down; \$4 a Month. Use Easy Payment Side of Order Blank. Cedar linings \$2.50 extra for each compartment.



WAS  
~~\$3.98~~ Now **\$3.38**

Sturdy hardwood shaded enamels. Swinging tray with safety strap. Ht., 39 in. Seat, 14¼x13 in. Set up in carton. Not Mailable.

COLORS: Ivory or Light Green. State color.

Shpg. wt., 16 lbs. **\$3.38**  
1 XM 271.....

Similar to above in unpainted cabinetwood. Saddle seat, 14¾x13½ in. Overall ht., 41½ in. Shipped with legs off; easily set up. Mailable. Shpg. wt., 14 lbs.

1 X 278..... **\$1.69**

Aluminum tray to fit above chairs 69c extra.

~~\$2.00~~ Quality  
**SOLID OAK**

**\$1.00**  
Each

Set of 6 or more

### Buy a Whole Set of Dining Room Chairs While Sale Priced!

- Heavy solid Oak from top to bottom.
- Extra metal bracket reinforcement at back of seat.
- Back, comfortably curved.

Bought in trainload lots—that's Sears way! Priced to bring you savings of nearly HALF. Note the wide seat with its edges shaped for appearance. Delivered fully assembled in dull fumed finish (a walnut color) or shiny golden finish. Seat, 15x14 inches. Ht., 34½ inches overall. Shpg. wt., 13 lbs. State finish.

1 XM 26—Each..... **\$1.09**

Set of six or more, Each... **\$1.00**

BENT BACK POSTS  
CURVED BACK  
6 STRETCHERS

FOR  
MAIL  
ORDERS  
ONLY

Sale  
Ends  
Feb. 28, 1935

### WHY BUY A REBUILT?

VALUE **\$27.95**  
**\$22.95** CASH  
VIBRATOR

BRAND NEW... Yet priced at less than a REBUILT! Only by mail—only at Sears—can you get this sensational bargain! Has all standard features.

Hand lift full size head, either long shuttle or rotary type. Stitch regulator, automatic bobbin winder. Sews double lock-stitch. Guaranteed.

Oak cabinet, finished golden. Top closed, 34½x17 in.; open, 49½x17 in. Complete with full set of Greist attachments, accessories and instruction book. Shipped from factory near Chicago, Ill. Shpg. wt., 100 lbs.

1 XM 6116 Price \$22.95  
Vibrator Head. \$22.95 \$25.45  
Terms: \$3 Down; \$4 a Month

1 XM 6117 Rotary Head. \$29.85 \$32.85  
Terms: \$3 Down; \$5 a Month.

Use Easy Payment Side of Order Blank.



Bargain→  
Model

Minnesota model "E" long shuttle sewing head with all standard features. Oak cabinet finished golden. Top size, 31¼x16½ in.; open, 45x16½ in. Ht. 31 in. Complete with accessories and instruction book. Shipped from factory in Cleveland, Ohio. Shpg. wt., 90 lbs.

1 XM 6130 **\$17.98**  
Cash only.....



Value ~~\$12.35~~  
**\$7.95** Crib  
LINK SPRING

1 XM 5963—Crib with coil spring. Shpg. wt., 70 lbs. \$9.65  
1 XM 5960—Crib with link wire spring. Shpg. wt., 55 lbs. \$7.95  
1 X 7272—Mattress to fit above cribs. Filled with 14 pounds of fluffy felted cotton. Art ticking. Shpg. wt., 18 lbs. Mailable..... \$3.29

Bassinet (small picture) matches crib and has same construction. 20x35 inch size. Link wire spring. 2-inch rubber wheels. Mailable. Shpg. wt., 20 lbs. State color wanted.

1 X 5937..... **\$3.95**  
1 X 7250—Pad to fit. Size, 18x33 in. Covered in art ticking. Mailable. Shpg. wt., 5 lbs. **\$1.49**



### Nursery Specials Sale Priced

Everyone a bargain, to be sold at these prices only during this Midwinter Sale.

Full size 30x54 inch baby crib made of select hardwood in washable Ivory or Green enamel, or varnished maple finishes. Dainty decorated panels. Automatic drop side. Choice of comfortable coil spring or link wire spring. State color.

1 XM 5963..... **\$9.65**  
1 XM 5960..... **\$7.95**  
1 X 7272..... **\$3.29**



**EVERY PRICE CUT**

9-QT. CHALLENGE IVORY  
ENAMELED WATER PAIL  
WAS 67c

Sears SALE PRICE

**59c**

REGULAR 79c VALUE

**SEAMLESS!** Regular Challenge Enamelware  
BEAUTIFUL IVORY WITH GREEN TRIM

Our shoppers found this quality ware selling regularly at 30% to 50% higher than these low prices. These special prices are for mail orders only.

(A) 11 X 1613—Percolator. 65c  
7-cup. Shpg. wt., 3 lbs. 6 oz. .... 89c  
9-cup. Shpg. wt., 4 lbs. 2 oz. .... 89c

(B) 11 X 1611—Convex Kettle 62c  
5 1/2-qt. Shpg. wt., 3 lbs. 12 oz. .... 80c  
7 3/4-qt. Shpg. wt., 5 lbs. 10 oz. .... 80c

(C) 11 X 1610—Double Boiler. In-  
set, 1 1/2-qt. 59c  
Shpg. wt., 4 lbs. 4 oz. .... 85c  
2-qt. Shpg. wt., 4 lbs. 10 oz. .... 85c

(D) 11 X 1605—Water Pail. 59c  
9-qt. Shpg. wt., 6 lbs. 4 oz. .... 76c  
11 1/2-qt. Shpg. wt., 6 lbs. 8 oz. .... 76c

(E) 11 X 1601—Round Dish Pan. 67c  
11-qt. Shpg. wt., 5 lbs. 12 oz. .... 89c  
15-qt. Shpg. wt., 8 lbs. 10 oz. .... 89c

(F) 11 X 1609—Saucepans. 19c  
1 1/2-qt. Shpg. wt., 2 lbs. 6 oz. .... 28c  
2-qt. Shpg. wt., 2 lbs. 14 oz. .... 33c  
3-qt. Shpg. wt., 3 lbs. 8 oz. .... 33c

(G) 11 X 1612—Teakettle. 75c  
5-qt. Shpg. wt., 4 lbs. .... \$1.05  
6 1/2-qt. Shpg. wt., 5 lbs. 8 oz. .... \$1.05

## BESTMADE FINEST HEAVY WEIGHT ALUMINUM



Every price cut! Guaranteed to be equal in every respect to other high grade nationally known brands selling at much higher prices. Fitted with **non-burnable knobs** and handles. Quick heating **satin finish** bottoms, highly polished. Be sure to state size wanted.

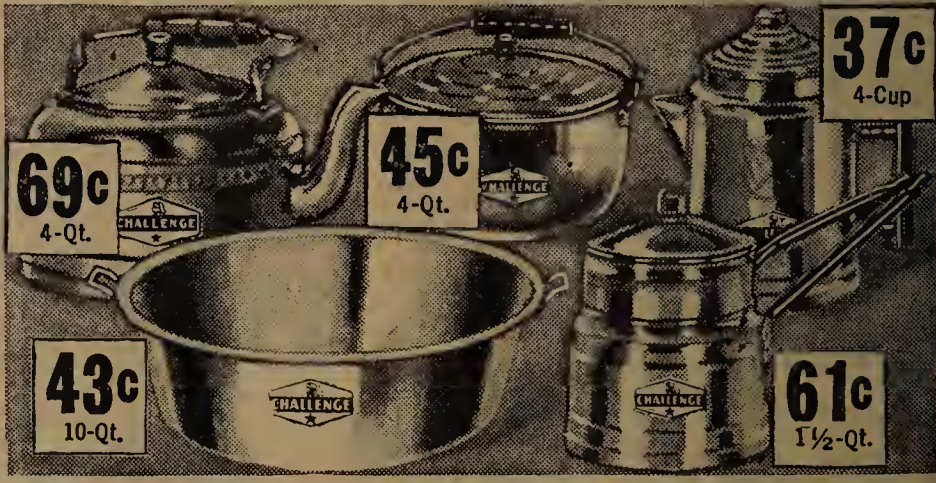


DOUBLE BOILERS			
	Cap., Qt.	Shpg. Wt.	Each
11 X 2289	1 1/2	3 lbs.	\$1.09
11 X 2292	2	3 lbs. 7 oz.	1.35
DISH PANS			
	Cap., Qt.	Shpg. Wt.	Each
11 X 051	10	4 lbs.	93c
11 X 051	14	4 lbs.	\$1.33
TEA KETTLES			
	Cap., Qt.	Shpg. Wt.	Each
11 X 2268	5	2 lbs. 7 oz.	\$1.89
11 X 2269	6 1/2	2 lbs. 10 oz.	2.25

PERCOLATORS			
	Cap. Cups	Shipping Weight	Each
11 X 2276	4	1 lb. 14 oz.	89c
11 X 2278	6	2 lbs. 8 oz.	\$1.25
11 X 2281	9	2 lbs. 11 oz.	1.39
11 X 2282	12	3 lbs. 2 oz.	1.69
CONVEX KETTLES			
	Cap., qt.	Shipping Weight	Each
11 X 2211	4	2 lbs. 10 oz.	72c
11 X 2212	6	3 lbs.	\$1.08
11 X 2218	8	3 lbs. 1 oz.	1.40
11 X 2219	10	3 lbs. 8 oz.	1.65

## SALE! CHALLENGE STANDARD WEIGHT ALUMINUM

Our **Challenge brand Aluminumware** is guaranteed perfect in material and workmanship. Take advantage of this great sale to stock up and replace worn out kitchen ware. This sale closes Feb. 28th. Remember these very low sale prices are for mail orders only. Be sure to state size wanted.



DOUBLE BOILERS			
	Cap., qt.	Shpg. Wt.	Each
11 X 1015	1 1/2	2 lbs. 12 oz.	61c
11 X 1015	2	3 lbs.	79c
DISH PANS			
	Cap., qt.	Shpg. Wt.	Each
11 X 023	10	3 lbs.	43c
11 X 023	14	4 lbs.	72c
TEAKETTLES			
	Cap., qt.	Shpg. Wt.	Each
11 X 1028	4	3 lbs. 8 oz.	69c
11 X 1028	5	3 lbs. 11 oz.	92c
11 X 1028	6 1/2	3 lbs. 14 oz.	\$1.14

PERCOLATORS			
	Cap., Cups	Shipping Weight	Each
11 X 1024	4	2 lbs. 2 oz.	37c
11 X 1024	6	2 lbs. 4 oz.	45c
11 X 1024	9	2 lbs. 6 oz.	52c
11 X 1024	12	2 lbs. 14 oz.	64c
CONVEX KETTLES			
	Cap., qt.	Shipping Weight	Each
11 X 1044	4	2 lbs. 2 oz.	45c
11 X 1045	6	2 lbs. 6 oz.	54c
11 X 1046	8	3 lbs. 6 oz.	70c
11 X 1047	10	3 lbs. 10 oz.	88c



Approved by Good Housekeeping  
Hardened steel reversible plate and knife. Heavy tinned body. Cuts clean—no tearing or mashing.

Large Family Size. Cap., 4 lbs. per min. Shpg. wt., 12 lbs. 8 oz.  
**11 X 2686..... \$4.19**

Extra Large Size. Cap., 5 lbs. per min. Shpg. wt., 21 lbs.  
**11 X 02687..... \$5.98**

**64 C SEARS-ROEBUCK**



	Cap. Min.	Hopper, In.	Shpg. Wt.	Each
11 X 2754—Small...	2 1/2 lbs.	2 1/2 x 3 1/4	4 lbs. 3 oz.	\$1.39
11 X 2755—Medium...	3 lbs.	2 3/4 x 3 3/4	5 lbs. 14 oz.	1.75
11 X 2756—Large...	3 1/2 lbs.	3 1/8 x 4 1/4	6 lbs. 6 oz.	2.19
11 X 2757—Giant...	4 lbs.	3 3/8 x 4 7/8	8 lbs.	2.69

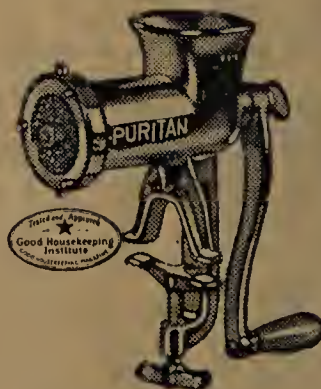
### BESTMADE Food and Meat Chopper

- Cuts both meat and vegetables.
- Hardened steel knife and plates.

Our finest chopper. Heavily tinned, smooth, easy-to-clean body. Four-blade rotating knife cuts clean, no mashing or tearing. Juices follow food into dish. Chopper will not leak at back. Furnished with 3 hardened steel plates, coarse, medium, and fine. Long handle insures easy operation.

### Meat Chopper

Was \$3.98



ity per minute, 3 1/2 lbs. Shipping weight, 10 lbs. 9 oz.

**11 X 2685..... \$3.79**

### Sears SALE PRICE

**\$3.79**

Approved by Good Housekeeping

**Family size.**  
Cuts clean. Smooth, heavily-tinned body, easy to clean. Reversible hardened steel plate and knife. Capac-





**Completely Padded and Covered**  
Sells for as high as \$2.50. Think of getting these features for so low a price! Large ironing surface, about 14x54 inches, tight fitting muslin cover-padding will not wad. Stands firmly on uneven floor. Made of warp-resisting wood. Height, 31 inches. Shipping weight, 15 lbs.  
11 X 05925...\$1.79  
11 X 05924—Same as above, with smaller top, about 12x48 inches. Shpg. wt., 11 lbs....\$1.29



**No Finer Gasoline Iron Made**  
Do not confuse with irons selling at \$2.98 to \$3.98. Sears improved model has automatic self-cleaning needle... makes generator last twice as long as usual. Lights instantly. Usually sells as high as \$5.95. Complete as illustrated. Shipping weight, 7 pounds.  
11 X 2869....\$4.49  
11 X 2865—MATCH LIGHT standard quality gasoline iron.....\$2.69

## Washday Needs - Lower Prices

**Dries Clothes Indoors**  
Use it in the kitchen. . . in the laundry. Folds into small space. Drying capacity, about 30 feet. About 5 feet high; about 2 feet long. Shipping weight, 9 lbs. **98c**  
11 X 0209.....

**Reduced from \$1.98**  
Easel type curtain stretch-er with two braces... stands alone. Patented interlocking hinges prevent sagging. Brass nicked pins, set 1 1/2 inches apart. Genuine Pongosa Pine. Extends to about 5x8 feet. Shipping weight, 9 lbs. **\$1.59**  
11 X 0241.....

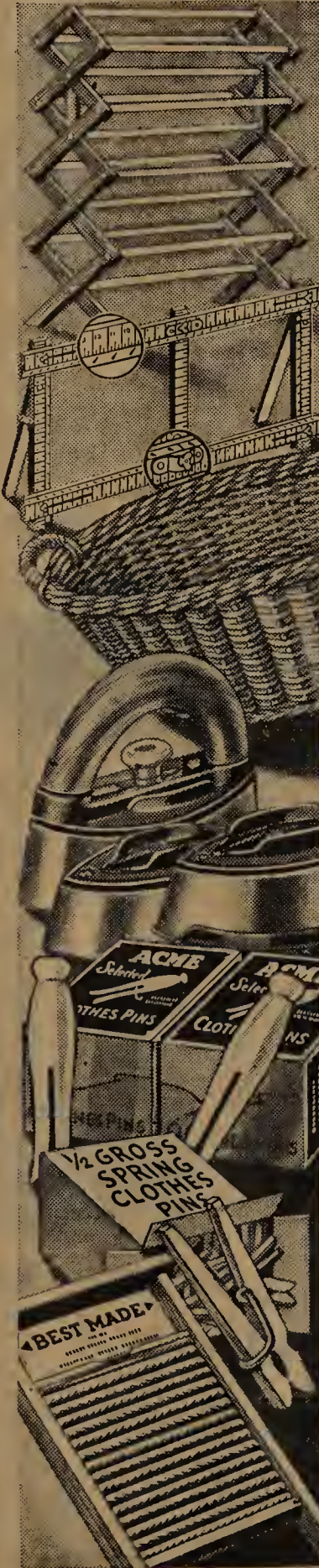
**Oval Willow Baskets**  
Tightly woven willow. Strong handles won't pull out.  
11 X 02020  
Top, about 26 1/2 x 16-in. Height, 10 1/2 in. Shipping weight, 3 lbs. .... **55c**  
11 X 02021—Top, about 27x19-in. Height, 11 in. Shipping weight, 3 lbs. .... **69c**  
11 X 02022—Top, about 29x20-in. Height, 12 in. Shipping weight, 4 lbs. .... **85c**

**Mrs. Potts' Sadirons**  
These are the genuine. 5-pc. outfit! Three irons—4 1/2, 3 1/2, and 3 1/2 lbs. Detachable handle and stand. Full polished bottom and sides. . . . Japanned tops. Includes special polishing iron with round tip. Shipping weight, 14 lbs. **\$1.25**  
11 X 0211.....

**Hardwood Clothespins**  
Seventy-two selected hardwood pins. All four inch... standard shape. Smooth, close grained wood—highly polished. Shipping weight, 1 lb. 13 oz. **15c**  
11 X 2843 .....

**Special Sale Bargain**  
Spring pattern clothespins. Polished hardwood . . . galvanized 5-coil steel spring.  
11 X 2844  
Shipping weight, **72 for 22c**  
1 lb. 12 oz. ....  
11 X 2846  
Shipping weight, **144 for 43c**  
3 lbs. 10 oz. ....

**Was 49c—Reduced to 39c**  
Brass washboard Sears Sale offers you a board with rustproof brass rubbing surface! Strongly constructed . . . set in a durable wood frame. 10x10 1/2-inch rubbing surface. Shpg. wt., 3 lbs. **39c**  
11 X 02054.....



For Mail Orders Only WAS ~~\$3.19~~



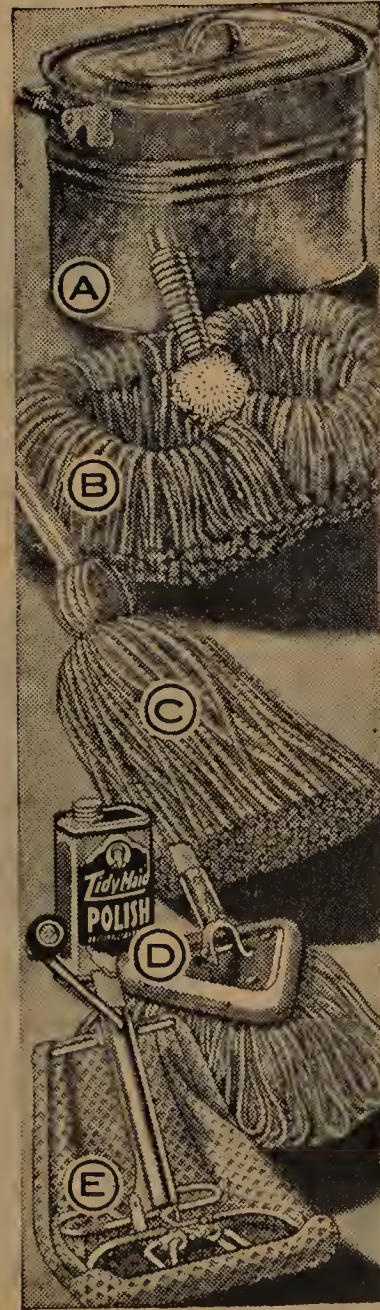
EXTRA STRONG TOP RIM Hook Handles For Easy Emptying Top and Sides Corrugated for Extra Strength LEAK-PROOF BOTTOM SEAMS

## Solid Copper Boiler

At Sears Sale Prices

- Solid copper. Paneled bottom.
  - Sturdy corrugated copper sides; heavily tinned inside with pure block tin.
  - Strong seamless tin cover.
- A wonderful value—look at the features—then compare prices elsewhere. Notice the "cold" tub hook handles, triple riveted for super strength, the special lock seams; the extra heavy bar reinforced rim. Will give years of service. Just another example of saving at Sears. Shpg. wt., 13 lbs.  
11 X 02044 **\$2.39**  
Cap., 13 gal. ....

## You'll Save Plenty on These Housewares



**Quality Galvanized Wash Boiler**  
A Equal quality usually sells for as high as \$1.69. Heavy hot dipped galvanized steel with a strong double seam locked bottom! Has stationary wood hook handles. Galvanized cover. It's leakproof; rust-resisting! Capacity, 11 gallons. Shpg. wt., 13 lbs. **\$1.19**  
11 X 05955 .....

**Best Quality Reversible Dust Mop**  
B Do not confuse with mops of similar size made of shoddy material. The mop we offer is made of thick, fluffy, washable, lint-proof new cotton yarn with about 10x17-inch spread. Flexible coil spring handle. Socket lends ease of cleaning. Lambs wool bumper—won't scratch furniture. Straddles chair and table legs—leaves no blind spots. Shpg. wt., 2 lbs. **39c**  
11 X 06450 .....

**Handled Mops**  
C Cotton string mops. Four foot handles. Good quality. Shipping weight, 2 lbs. **19c**  
11 X 02203—No. 12.....  
11 X 02206—No. 16. Large, popular size. Shpg. wt., 2 lbs. .... **24c**

**New Large Oil Mop and Polish**  
D An oil mop set to keep your floors spic and span! Includes a fine quality oil mop and a large 16-oz. can of mop polish. Mop head is long strand cotton yarn with 12-inch spread. The special cushioned frame protects your furniture. 48-inch enameled handle. Fine for cleaning in corners and around radiators. A brand new item... that's why the sale price means more! Shipping weight, 4 lbs. **47c**  
11 X 06460 .....

**Self Wringing Mop—A Regular \$1.25 Value**  
E Turn the crank . . . wring the mop! Saves your hands from soiling and chapping. Simply turn the crank . . . the mop wrings dry instantly. Durable knitted fine quality cotton yarn head will long outlast ordinary mop heads . . . removable. Approved by Good House-keeping. Shipping weight, 2 lbs. **69c**  
11 X 0311 .....



**BIGGEST  
COOKER  
VALUE  
EVER  
OFFERED**



**NEW  
25-QT.  
SIZE**

### Special Canning Cooker

Greatest pressure cooker value in our history. Imagine! a guaranteed cooker complete with canning rack at this price. Made of heavy cast aluminum with steam gauge, petcock, safety valve, easy locking ring, cool handle and knobs. Instructions included. Canning capacity 18 pts. 7 qts. 20 No. 2 cans, 11 No. 2½ cans, 10 No. 3 cans. Pressure canning is recommended by the government. (Farmers bulletin 1471.)

**11 X 05420 \$8.95**  
Shpg. wt., 31 lbs. ....

**Sears  
Sale Price  
\$8.95**

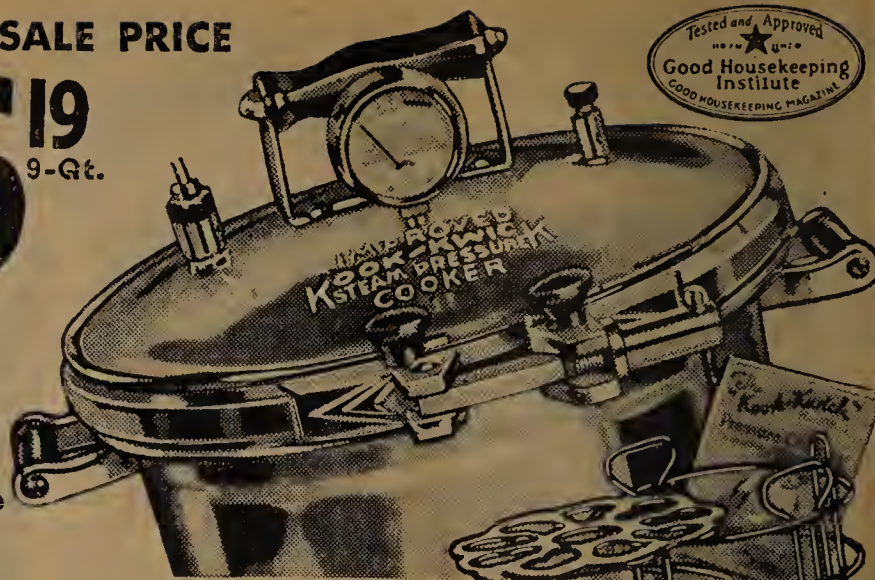


**Sears SALE PRICE**

**\$6.19**  
9-Qt.

**WAS  
\$6.95**

**Every Price  
is Lower!**



Tested and Approved  
Good Housekeeping  
Institute  
GOOD HOUSEKEEPING MAGAZINE

### Famous Kook-Kwick Pressure Cookers

Cheaper meats made more tender. ⅓ the time . . . ¼ the fuel. One burner cooks entire meal. Heavy cast aluminum. Complete as illustrated. Ring lock. Quicker and easier. Instructions included. All sizes recommended for canning. (9-qt. size has only 2 inset pans.) 40-qt. size has wing nut lock and wire basket, but no fixtures. 40-qt. size shipped freight or express; other sizes available.

Catalog Number	Size Qt.	Diam., In.	Ht., In.	Shpg. Wt., Lbs.	New Low Prices	Screw Jars		Clamp Jars		Tin Cans		
						Pint	Qt.	Pint	Qt.	No.2	No.2½	No.
11 X 05401	9	9 7⁄8	8 5⁄8	17	\$6.19	5	3	4	3	6	4	3
11 X 05402	11	10 3⁄4	8 1⁄2	20	8.95	7	4	5	4	8	5	5
11 X 05403	16	12 1⁄2	9 1⁄4	24	10.45	8	5	7	5	14	8	7
11 X 05404	19	12 5⁄8	9 5⁄8	26	10.95	16	7	16	7	16	12	10
11 X 05405	22	13 3⁄4	11	31	12.98	18	7	14	7	16	12	10
11 XM 05406	40	14 1⁄2	16	75	17.95	30	16	20	14	30	22	21

**SAVES TIME—FUEL—MONEY!**

**BUY PRESSURE COOKERS ON EASY PAYMENTS. SEE PAGE 43**



**Sears  
Sale Price  
\$2.19**  
~~\$3.25~~  
**VALUE**

New! Cook three vegetables and a roast at one time over one burner. Save time and fuel. Foods are tastier and more healthful cooked the waterless way . . . retains vitamins. Standard weight aluminum. Steel base. . . Has two oval 1-qt. pans, one 2-qt. pan, and one rack. Two clamp cover with relief valve. With instructions. 9-qt. capacity. Shipping weight, 6 lbs. 4 oz.

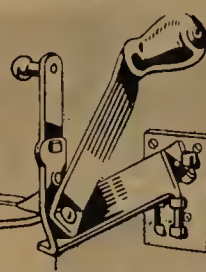
**11 X 5415. . . \$2.19**



#### Beats Quickly

8-wing center drive double action. Nickel plated metal parts . . . enameled handle and knob.

**11 X 2987**  
Shpg. wt., 1 lb. 4 oz. **21c**



#### Can Opener

Attaches to wall. **11 X 2657** Nickel Plated. Steel cutters. Shpg. wt., 1 lb. 1 oz. **61c**

**11 X 2510** Similar to above. Lighter weight. Shpg. wt., 1 lb. . . . **22c**



#### French Frier

Make your own delicious doughnuts . . . fritters . . . french fried potatoes! Five quart blue porcelain enameled pan . . . tinned wire basket.

**11 X 1716**  
Shpg. wt., 5 lbs. 5 oz. . . **62c**



#### Rotary Sieve

Tinned steel fruit and vegetable press. Held securely in steel frame. 10¼-inch wooden roller.

**11 X 2558**  
Shpg. wt., 3 lbs. 2 oz. **37c**



**Only  
98c**

**Lower Pedal  
Opens Rollers**

**Upper Pedal  
Wrings Mop**

**NEW!**  
**Sears Lead Again**  
**LABOR SAVING**

**Extremely  
Low Price**

New type mop wringer and pail! No home should be without one! Reduces drudgery of scrubbing and it costs so little! Simple to operate . . . two pedal action. Lower pedal opens rollers for inserting mop. Steel wringer frame enameled green . . . Wood rollers are 1 3/8 x 7 inches and 1 3/8 x 8 1/4 inches. 12-qt. pail is galvanized. . . . Wringer easily detached for emptying and filling.

**11 X 06475**  
Shpg. weight 9 lbs. . . . **98c**



**\$1.25 Value**

Genuine Puritan Brand. A tremendous value. 3-piece iron skillet set. Ground and polished. 6½, 8, 10½-in. diameter.

**11 X 2653 95c**  
Shpg. wt., 12 lbs. . .



**Reduced from \$1.55**

Genuine Puritan Brand chicken fryer—polished and ground cast ironware. 3-in. deep, diameter 10½-in.

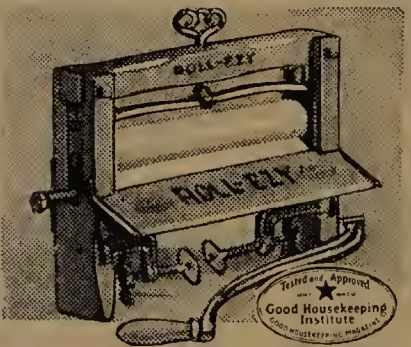
**11 X 2689**  
Shpg. wt., 11 lbs. 8 oz. . . **\$1.05**



**Reduced from \$1.39**

Genuine Puritan Brand. A bargain at this price. 5-qt. Dutch oven. Self basting cover. Polished and ground cast iron.

**11 X 0135 \$1.05**  
Shpg. wt., 12 lbs. . .



### Nation's Best Seller

Nation's largest selling wringer! Approved by Good Housekeeping Institute. Single adjustment screw easily adjusts roll pressure. Especially designed for round tubs. Metal parts are rust-proof . . . hardwood frame. Easy to operate. Rolls 11 3/4 x 1 3/4 inches. Shipping weight, 21 lbs.

**11 X 05900. . . \$4.29**



### Save on Kitchen Needs

**Stove Top Ovenette.** 10-in. diam. steel base. Wire rack; mirror polished aluminum cover, 5 1/4 in. high. Permits you to roast or bake on top of stove. Shpg. wt. 4 lbs.

**11X1083 \$1.09**

**CHALLENGE Fruit Juicer.** Heavy cast aluminum. For oranges, lemons, etc. Ht., 8 1/2 in. Shpg. wt., 4 lbs. 10 oz.

**11 X 2655 95c**

**Puritan Corn Bread Pan.** Good for all hot breads. Cast iron; Size 13x5 1/2 in. Shpg. wt., 4 lbs.

**11 X 2732 42c**

**Reduced From 45c 37c**

Vacuum clothes washer. Sucks water and suds right thru the clothes! Rust-resisting tin . . . extra well made. Diam., 8 in. Without handle. Shipping weight, 2 lbs. 12 oz.

**11 X 2935. . . 37c**  
**11 X 2941—With 30-in. handle.**  
Shipping weight, 3 lbs. 2 oz. . . . **54c**



**663**

**C**

**SEARS-ROEBUCK**

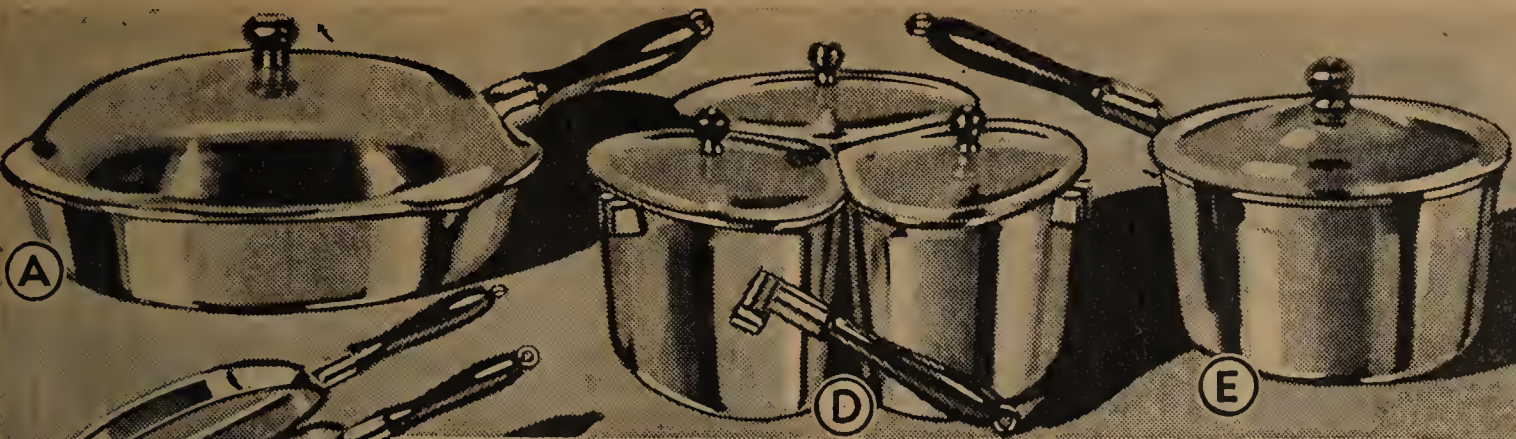


Every Price Cut  
Roaster Was \$2.79

SEARS SALE PRICE

**\$2.29**

Usual \$3.25 Value



## Banner Cast Aluminumware! PRICES SLASHED—FOR THIS SALE ONLY

Think of buying heavy cast aluminum at these low Prices! Each piece is a heavy solid casting... without rivets or crevices to collect grease. Walls and bottoms are uniform thickness... retain heat. Polished outside... sun ray finish inside. Removable wooden handles. These utensils are especially recommended for waterless cooking... the healthful way to prepare food.

(A) 11 X 3401—10¼-in. skillet with self basting cover. Shipping weight, 4 lbs. 12 oz. .... **\$1.39**

(B) 11 X 1333—Double fry or omelet pan. Each pan, 11½ in. Oval shape. Shpg. wt., 3 lbs. 7 oz. .... **\$1.59**

(C) 11 X 1386—12-cup coffee maker. Detachable base. Shipping weight, 6 lbs. .... **\$2.39**

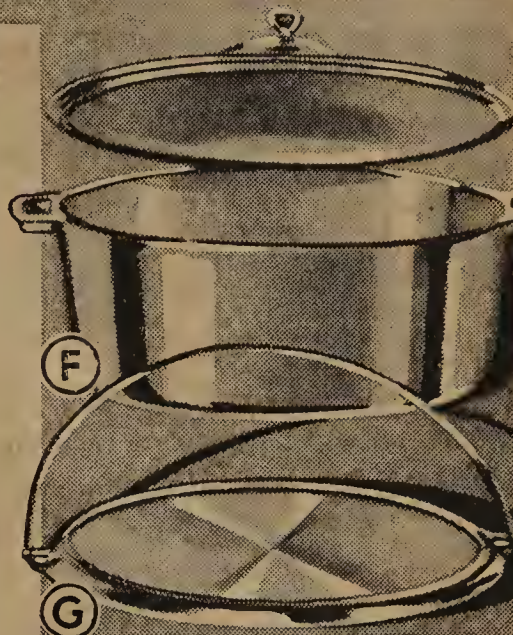
(D) 11 X 1385—Triplicate set for waterless cooking. Each pan 3-qt. Detachable handle. Shipping weight, 11 lbs. .... **\$3.59**

(E) 11 X 1388—Covered saucepans. For waterless cooking. Snug fitting covers. State size.

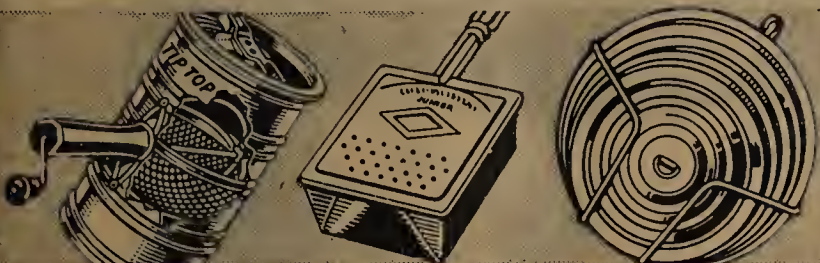
Cap.	Shpg. Wt.	Each
1-qt.	1 lb. 12 oz.	<b>\$0.69</b>
2-qt.	3 lbs. 5 oz.	<b>.89</b>
3-qt.	4 lbs.	<b>1.29</b>
4-qt.	4 lbs. 7 oz.	<b>1.49</b>

(F) 11 X 1350—Oval roaster. Self basting cover. 15x9¼x5-in. Shipping weight, 8 lbs. 8 oz. .... **\$2.29**

(G) 11 X 1387—Reversible griddle and broiler. Diameter 13-in. Shipping weight, 5 lbs. 10 oz. .... **.89c**



BUY CAST ALUMINUM ON EASY PAYMENTS—SEE PAGE 43



### Modern Sifter

Large; reversible—can sift and mix flour and cake ingredients repeatedly without removing from sifter. Shpg. wt., 2 lbs. .... **59c**

### Corn Popper

Heavy sheet iron. Perforated top for sifting. 7x9x2½-in. 3-qt. 11 X 2577 Shipping weight, 2 pounds 6 ounces. .... **21c**

### Tin Covers

Six sizes, 9, 9½, 10, 10½, 11, and 11½ inches. Complete with wire rack. Shipping weight, 2 lbs. 9 oz. 11 X 2594 **29c**

**79c**



### Special Bargain!

Never so low a price! Cap., 25 lbs. by oz. Green enameled steel body. Large platform. Not legal for use intrade. Shpg. wt., 4 lbs. 5 oz. 11 X 7156 **79c**

Accuracy—Quality at Big Savings

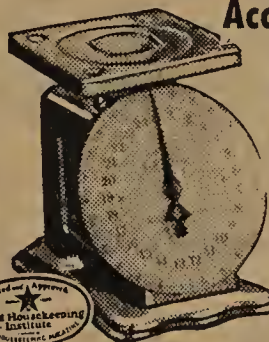
**89c**  
6½ in. Dial

Weights up to 25 lbs. by ounces. Green enameled steel body. Slanting 6½-in. dial; Large 6x6-in. platform; ht., 8 in. Shpg. wt., 4 lbs. 5 oz.

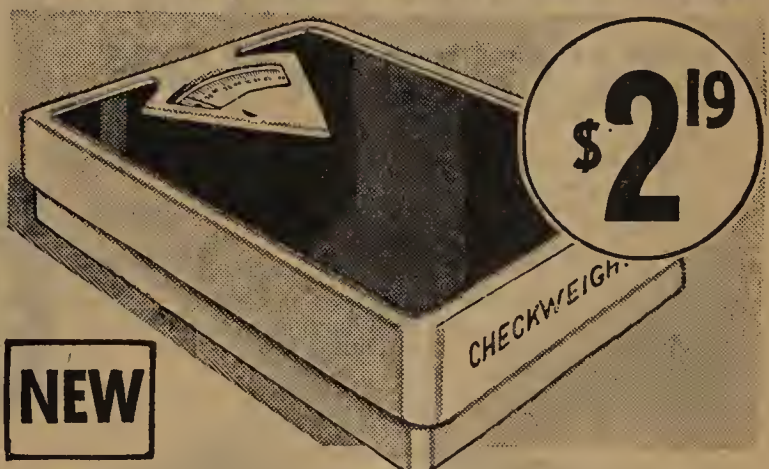
11 X 2795 **.89c**

11 X 2794—Similar to above. Weighs up to 60 lbs. by 2 ounces. Gray enameled finish 7x7 in. platform; 8-in. dial. Shpg. wt., 7 lbs. 15 oz. **\$2.45**

These Scales Not Legal For Use In Trade



Lowest Price Ever on Guaranteed Scale



**NEW**

Guaranteed accurate—precision built—dependable health scale—at the lowest price we have ever offered. Easy reading dial weighs up to 250 lbs. Composition covered platform 8x10 in., stands 2½ in. from the floor—low—safe—will not tip. Steel body enameled green or white. State color. Shipping weight, 6 lbs.

11 X 07115..... **\$2.19**

Outstanding GLASSAKE Values



**\$1.00**

Complete Set Usual \$1.50 Value

Cook and serve in the same dish! 9-pc. set includes 4-purpose casserole with cover, and six 4-oz. custard cups with rack. 4-purpose casserole can be used as: (1) Casserole, (2) Open baker, (3) Pie plate, (4) 2-unit baker. Custard cups are held in convenient tinned wire rack. Saves individual handling. Guaranteed not to crack from oven heat.

11 X 4982—9-pc. set. Shpg. wt., 5 lbs. **\$1.00**

11 X 4983—6 Custard cups and rack only. Shipping weight 2 lbs. 14 oz. .... **.33c**

11 X 2112—Casserole only. Shpg. wt., 5 lbs. 2 oz. **.79c**



**\$1.85**

### Chromium Plated Copper

Always bright as new! Will not tarnish or stain... Chromium plated over solid copper... the lifetime metal! Tinned inside. Large size... 6¼-qt. capacity. Shpg. wt., 3 lbs. 11 X 4800..... **\$1.85**



**33c**  
8x12 in.

### Big Roaster Bargain

Oblong roaster... polished heavy blue steel. Drip back cover. Rounded corners.

11 X 4500—State size

Size 8x12x7-in. Shpg. wt., 3 lbs. 6 oz. .... **.33c**

Size 9x14x7-in. Shpg. wt., 4 lbs. 8 oz. .... **.43c**

Size 13x18x8-in. Shpg. wt., 5 lbs. 8 oz. .... **.53c**



**\$3.79**

### Easily a \$5.50 Value

The new Kenmore Ball Bearing Kleen Sweep—Strictly a quality product!

• Chromium plated Hardware  
• Single compound dump lever for Easy Emptying.

• Extra heavy well made bristle brush.  
• Frictionless dust proof, lint proof ball-bearing wheels.

• Sweeps any surface; hardwood floors or long pile rugs. • Rubber corner bumpers protect furniture.

Walnut or ebony finish. State finish wanted. Shpg. wt., 7 lbs. 11 X 0281..... **\$3.79**

### Priced to Sell Thousands

Green enameled combinet with white tipping and black trim over heavy teal. Side handle for easy emptying. Rubber bumper on handle.

11 X 0273—Capacity, 7½ qts. Shipping weight, 4 lbs. .... **51c**

11 X 01276—Extra Large Size. No side handle. Gray porcelain enameled. Capacity, 10½ qts. Shipping weight, 5 lbs. .... **.82c**

11 X 0262—Extra Large 10½-qt. Size. White porcelain enameled. (No side handle.) Shipping weight, 7 lbs. **.87c**



**51c**  
7½-Qt.

SEARS C 67



**Yes! only \$59<sup>85</sup> CASH**

## If You Buy Before March 1st GASOLINE WASHER With 4-Cycle Briggs & Stratton Engine

Why go on toiling over a wash board or operating an old hand washer, simply because your home does not have electricity. Right now, for only \$59.85, you can get a WATER WITCH GASOLINE ENGINE WASHER which is exactly like an electric in every way, with the same Speed, the same Efficiency and the same Gentle Washing Action. It is equipped with the simplest, surest little engine ever built, specially designed for women. Turn a switch, step on the foot pedal and it's going. Why delay? This special sale price DEMANDS IMMEDIATE ACTION. Send in your order NOW! You can buy on Easy Payments. For Mail Orders Only!

- Newest ½ H.P. Briggs & Stratton 4-Cycle Air-cooled engine. Lubricated by one oil-pump. Only 5c to do a big wash.
- High-Speed tub, porcelain enamel inside and out. Easily washes a full 40 pounds of dry clothes per hour.
- Triple Vane Gyrator, same as on all highest price washers. Washes tubful in 5 to 7 minutes.
- Pressure-cleansing cadmium-plated wringer with 2-inch semi-balloon rolls; instant safety release; reversible drain and six position adjustments.
- Two-tone green finish. Porcelain enameled tub is dark green with Ivory Stipple. Tub cover and base in Green Lacquer.
- Sturdy construction. Note the extra base width.
- All gears are noiseless because they are machine cut and fully enclosed for absolute safety.

### 22 XM 3024—Water Witch Gasoline Washer

Cash Sale Price ..... **\$59.85**  
Easy Payment Sale Price..... **\$65.85**

EASY PAYMENTS: \$5 down, \$6 a month. Use easy payment side of order blank enclosed. Shipped from Dallas or Houston. Mail order direct to the city nearer you. Shpg. wt., 205 lbs.

## ELECTRIC \$32<sup>85</sup> CASH

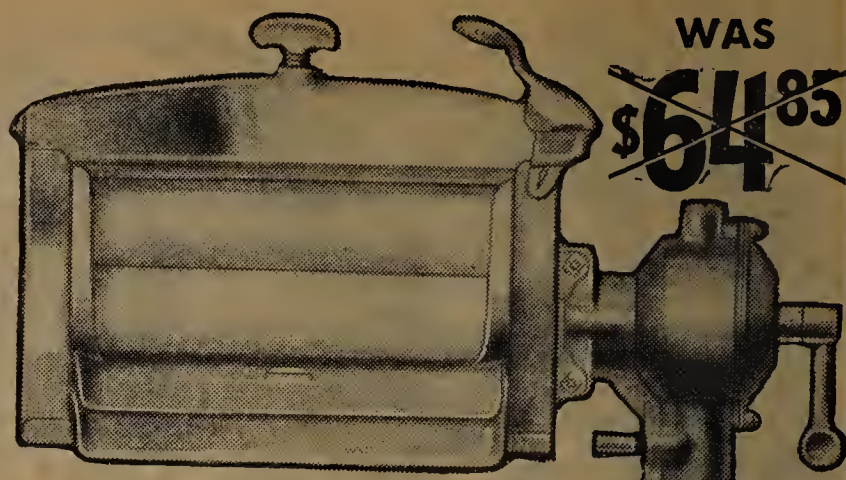
Another all-time low price. Was \$38.60. Exactly like the gasoline model in every way except it has a ¼ H.P. electric motor. Shpg. wt., 180 lbs.

For 110 to 120 volt A. C. 25, 50 or 60 cycles. For other currents add \$4. State current.

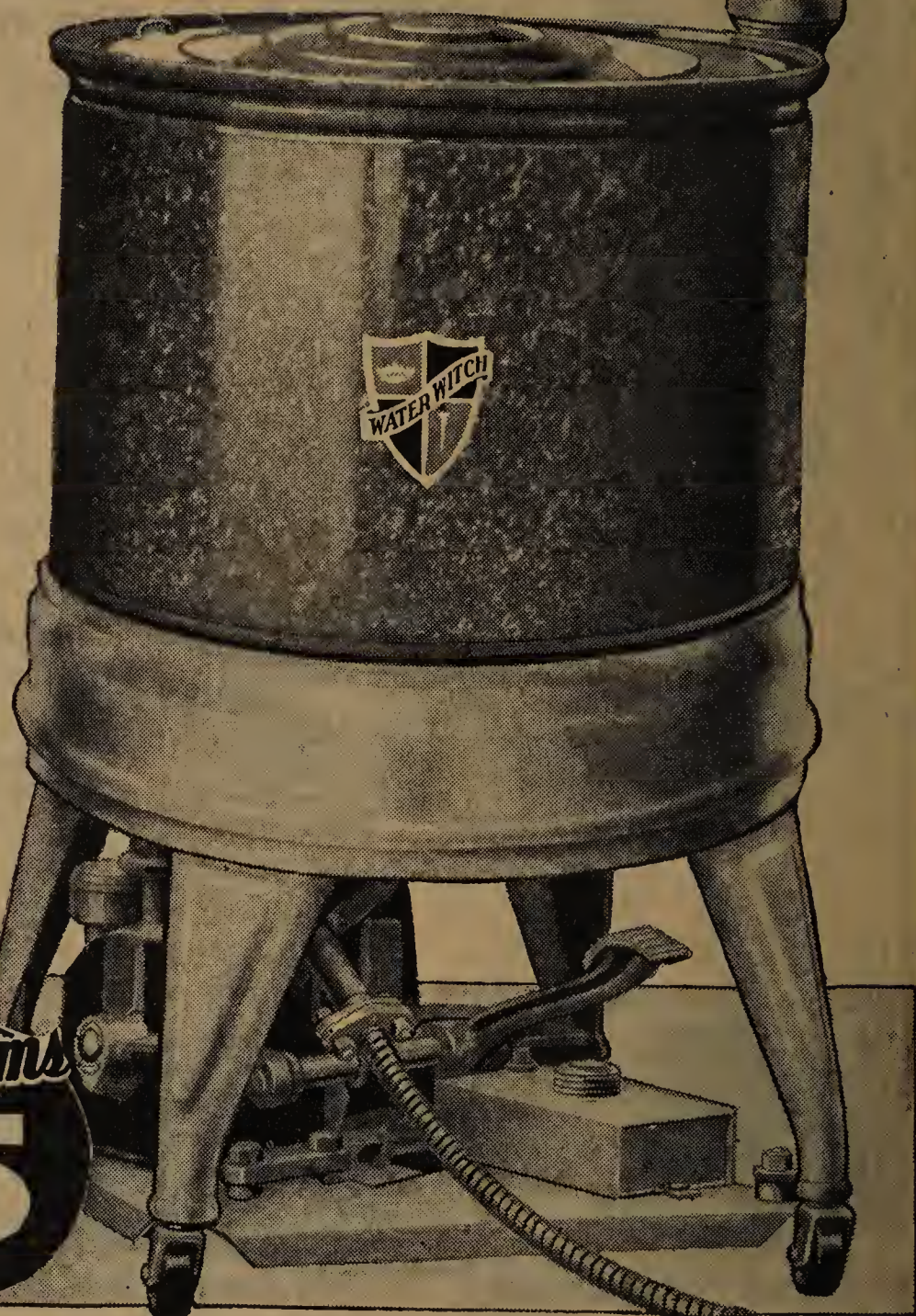
### 22 XM 3030—ELECTRIC.

Cash Sale Price ..... **\$32.85**  
Easy Payment Price (\$4 down, \$5 a month) **\$36.15**

For easy payments use easy payment side of order blank enclosed. Shipped from Dallas or Houston. Mail order to the city nearer you.



WAS ~~\$64<sup>85</sup>~~



**Easy-Terms**  
**\$5 DOWN**



### DE LUXE E-Z-est WAY

Reg. U. S. Pat. Off.

**\$30<sup>85</sup> CASH**

68 C SEARS-ROEBUCK

## DELUXE E-Z-est Way

with Fully Insulated Oven, Chrome Steel Tubes  
Porcelain Oven Interior and Other Extra Features

If ever an announcement was PACKED WITH NEWS, it is this offer of a De Luxe kerosene range with so many EXTRA features for \$30.85. It actually compares in Quality, Speed and Efficiency with many ranges at twice the price.

- Fully insulated oven, a layer of asbestos on top and all four sides. Means better baking, lower cost.
- Entire oven interior (except top) is porcelain enameled. Sanitary. Permanently rust-proof.
- Strong as a gas range. Very finest materials on all parts that rust or wear. Tank is solid brass. Inner burner tubes of lifetime chrome-steel. Unbreakable valve handles.
- Big, 6 hole, fuel-saving duplex cooking top. Removable.

SIZE: Fits space 48x24 in. Height to cook top, 31½ in. Cook top, 28x19¾ in. Oven, 18¾ in. deep, 14 in. wide, 12 in. high. Only 2c to cook a big meal.

**BEAUTIFUL COLORS:** Green Porcelain Enameled back splasher, oven side splasher, oven door, shelf bracket and all burner chimneys. Front section under burners, legs and top guard are Green Lacquered. Other parts black. Patented 2-way fuel gauge.

Shipped from Dallas or Houston. Mail order direct to the city nearer you. Shpg. wt., 160 lbs.

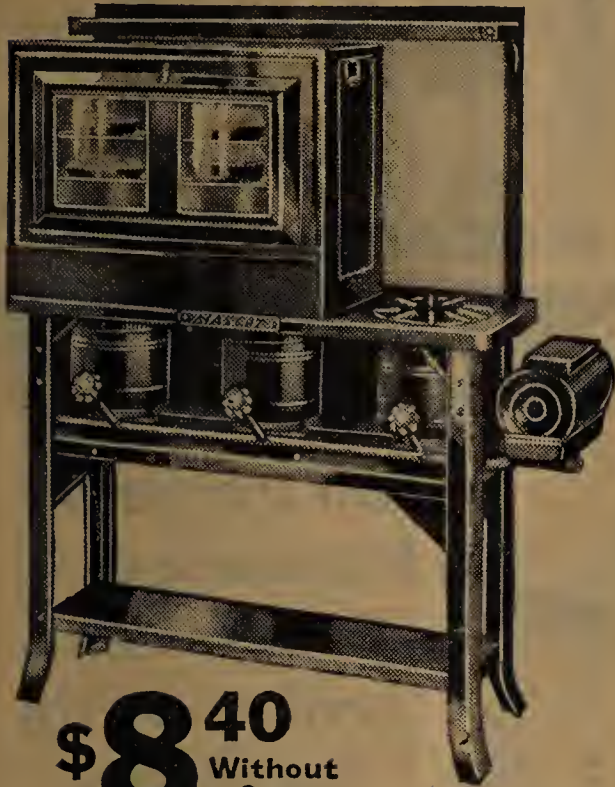
22 XM 1212 ..... **\$30.85**  
Cash Sale Price ..... **\$30.85**  
Easy Payment Price ..... **\$33.95**

EASY PAYMENTS: \$4 down, \$5 a month. Use easy payment side of order blank.

22 X 2740—Lighting rings. Shpg. wt., 12 oz. Per dozen..... **33c**



# These Prices for Mail Orders Only

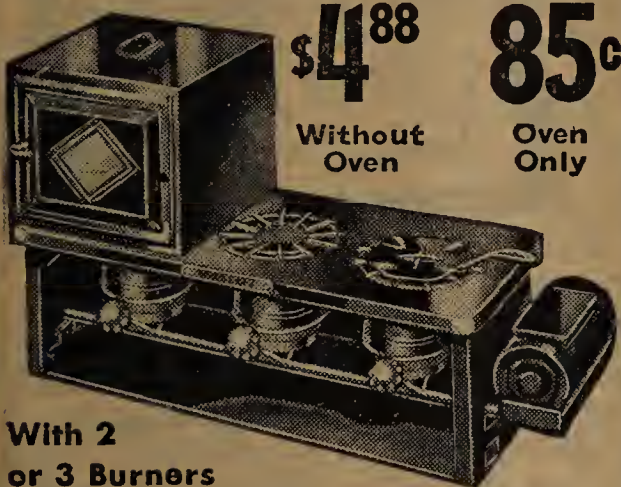


## 3-Burner Hi-Leg Model

- Burns common kerosene. Odorless.
- Only 2 cents to cook a big meal.
- Smooth, bright black japan finish, with green lacquered back shelf.
- Big 2-burner blue steel baking oven.

Cooking top, 31x12¼ in. Height to cook top, 31¼ in. Oven, 18x11x12 in. inside. Shipped from Dallas or Houston. Mail order direct to the one nearer you.

- 22 XM 1257—Stove complete as shown. (Shpg. wt., 69 lbs.).....\$10.90
- 22 XM 1256—With Shelf. No Oven. (Shpg. wt., 47 lbs).....\$8.40
- 22 XM 1254—Without Shelf or Oven. (Shpg. wt., 36 lbs.).....\$6.40
- 22 XM 2609—Oven only (22 lbs.) 2.50
- 22 X 2741—Extra Lighting Rings. Per doz. Shpg. wt., 12 oz.....28c



## With 2 or 3 Burners

- Lights easily. Clean and odorless.
- Finished in glistening black japan.
- Burns common kerosene at low cost.
- Blue steel oven, 10¾x10x9¼ inside.
- Carry anywhere. Has 5-pint metal tank.

Choice of two sizes, 2 or 3 burners. Both are 10 in. high. 3-burner size has cook top, 31x12¼ in. Shpg. wt., 29 lbs. 2-burner size has cook top, 21x12¼ in. Shpg. wt., 22 lbs. Oven, 7 lbs. Shipped from Dallas or Houston. Mail order direct to the one nearer you. Mailable.

- 2-Burner Size
- 22 X 1250—Stove without oven.\$3.68
- 22 X 1251—Stove with oven.... 4.53
- 3-Burner Size
- 22 X 1252—Stove without oven.\$4.88
- 22 X 1253—Stove with oven.... 5.73
- 22 X 2633—Oven Only. Has genuine steel inner lining. 2 racks.....85c
- 22 X 2741—Extra Lighting Rings. Per dozen. Shpg. wt., 12 oz.....28c



Now Only **39c**

A specially reduced price on real chrome-steel burner tubes to fit 4 and 5 burner E-Z-est WAYS only. Sears tubes last 3 to 5 times longer than ordinary steel tubes. Shpg. wt., 1 lb.

22 X 2733 Each.....**39c**  
State number of stove.



**BUY NOW**  
*and Save \$10.00*  
**Reduced to \$43.95 CASH**

## TABLE-TOP *Autogas*

### Full Porcelain Enameled Inside and Out

\$10 to \$20 Under Today's Market. This is absolutely the FIRST TIME you have ever seen a Full Size, All Porcelain Enameled, "inside and out," Table-Top Gasoline Range at a price like this. We assure you that the range was NOT specially built to make this price. Nowhere has the quality been cheapened. Just see that list of features below. Note that it includes Instant Lighting, Porcelain Enameled Oven Interior, a Concealed Tank. And we also include a guarantee of PERFECT service—the cleanest, fastest, easiest cooking you ever enjoyed. Just like a gas range. For use anywhere as it requires no pipes or connections. Burns common gasoline at a cost of only about 3c for a big meal—30c to 40c per week. After March 1st the price goes up.

- Instant lighting at any burner.
- Newest Automatic fuel control.
- Colorful, glistening finish. Front parts are light Green with Ivory Stipple. Oven top and sides Dark Marbleized Green.
- Absolutely safe! Listed "Class A" by Underwriters Laboratories.
- Concealed, built-in brass tank.
- Pendant Bakelite Door Handles.
- Oversize oven and broiler, both with sanitary porcelain enamel inside finish. • Heat indicator in oven door.

- Real chrome-steel generator.
- Oven top and doors fully insulated with genuine mineral wool.
- Big storage space for pans.

MEASUREMENTS: Oven, 15¾x18x12½ in. Broiler, 15¾x18x7¼ in. 4-Burner cooking top, 18x19½ in. Entire top, 36x19½ in. Height to cook top, 35¼ in. Shpg. wt., 210 lbs. Shipped from Dallas or Houston. Mail order direct to the one nearer you. **22 XM 2025—Cash Price..\$43.95**  
Easy Payment Price.....\$48.35  
EASY PAYMENTS: \$5 down and \$5 a month. Use easy payment side of order blank enclosed.

## A SENSATION! Only 20 Carloads at This Price



**\$18.85**  
**GREEN**

Sale Closes  
Feb. 28, 1935

With Blue Burners  
and Black Trim

### Order Early! There'll Be No More When These Are Gone

From \$30.95 down to \$18.85 in the short space of one year. That's the way Sears have been reducing oil stove prices. In spite of the low price, this is a splendid stove. It is attractively designed and equipped with five giant hi-speed burners.

Made of heavy pressed steel. The oven is big and roomy with rust-resisting zinc finish inside. Heat indicator in door. Removable cook top grates. Oven door, both splashers and all burner chimneys are porcelain enameled.

BIG SIZE: 3-Hole cook top, 28x18¾ in. without shelf. Height to cook top, 31½ in. Oven, 18¾x14x12 in. Shipped from Dallas or Houston. Mail order direct to the one nearer you. Shpg. wt., 150 lbs.

22 XM 1202 \$18.85  
Cash Only.....  
22 X 2740—Lighting Rings.  
Wt., 12 oz. Per dozen..... 33c

SEARS-ROEBUCK C 69





Sears SALE PRICE

\$44 <sup>95</sup>	\$34 <sup>95</sup>
CASH	CASH
FULL ENAMEL MODEL	SEMI-ENAMEL MODEL

INTRODUCTORY OFFER  
UNTIL FEB. 28th ONLY

Full Porcelain Enameled in Green and Ivory—with Sanitary Polished Cooking Top

**30-DAY TRIAL**  
To convince you of the exceptional value offered here we invite you to try this range in your home for 30 days. Send cash with order; or down payment with Easy Payment side of order blank filled in. If after 30 days you are not satisfied return the range under our liberal Money Back Guarantee.

\$5 DOWN



SEMI-ENAMEL MODEL

### ... Much Better Cooking at Lower Cost

A new model that is offered at this special introductory price for our mail order customers only. If you want sturdy cast iron construction, quick heat and perfect baking at the lowest possible price then here's your range. This beautiful new model brings you features that ordinarily only ranges in the \$60 class possess—an everlasting **Green and Ivory** finish that you can always keep spotless—a **glass-smooth polished cooking top**, completely removable, with one sectional lid and one anti-scorch lid—a heavy cast iron firebox with **reversible duplex grate**, burns either coal or wood—a big 20-qt. hot water reservoir of **rust-proof copper**—a big **roomy warming closet**—a handy **pouch fuel door** over firebox—and an **accurate oven heat indicator**.

**MEASUREMENTS:** Oven, 17x16x11 in. Cooking top, 33 $\frac{1}{4}$ x24 in. without reservoir. Height to cooking top, 31 in. Firebox 15 $\frac{3}{4}$ x8 $\frac{1}{2}$ x9 $\frac{1}{2}$  in. 8-inch lids; and takes 18-inch wood; 7-inch stovepipe.

#### FULL ENAMELED MODEL

Catalog Number	Style	Shpg. Wt.	Cash Price	Easy Paym't Price	Terms
22 XM 5018	With Reservoir.....	415 lbs.	\$44.95	\$49.45	\$5 down and
22 XM 5019	Without Reservoir...	375 lbs.	42.95	47.25	\$5 a Month

#### SEMI-ENAMELED MODEL

See small illustration at left. Just like the all-enamel model except as follows: (1) only the white parts are porcelain enameled (2) cooking top is plain black instead of polished (3) reservoir is galvanized iron instead of copper.

Catalog Number	Style	Shpg. Wt.	Cash Price	Easy Paym't Price	Terms
22 XM 5016	With Reservoir.....	410 lbs.	\$34.95	\$38.45	\$4 down and
22 XM 5017	Without Reservoir...	370 lbs.	32.95	36.25	\$5 a month

In spite of the low price, these ranges represent the last word in scientific designing. The firebox is big and the flues are perfectly adapted to it. The entire oven is of cast iron (no steel). Your baking will be better than ever.

THESE LOW PRICES FOR MAIL ORDERS ONLY

Use Easy Payment Side of Order Blank Enclosed. Shipment will be made from Dallas or Houston, Texas, whichever is nearer you. Mail order to Dallas or Houston.  
22 XM 2657—Waterfront to heat boiler. (Shpg. wt., 30 lbs.).....\$5.00



SEARS  
SALE PRICE  
Less Than  
**10c**  
Sq. Ft. In.  
100-Ft. Roll

**SUN RAY**  
REG. U.S. PAT. OFF.

**GLASS** **SUN-RAY GLASS**  
and **VITO-FABRIC**  
Increase Profits

ADMIT  
ULTRA  
VIOLET  
RAYS

SEARS  
SALE PRICE  
Less Than  
**12 2/3c**  
Sq. Ft. In.  
100-Ft. Roll

**VITO-FABRIC**

### The Best Product of Its Kind Better Than Glass—Costs Less

- ★ Tough, transparent, flexible fabric.
- ★ Admits health-giving ultra violet rays.
- ★ Reinforced with 14-mesh galvanized steel wire.
- ★ Endorsed by foremost agricultural authorities.

Sears Big Sale brings tremendous savings in SUN-RAY Glass. It costs mighty little now to produce bigger chicks, get more eggs from the same feed, HELPS POULTRY RESIST DISEASE. Have larger, faster-growing plants! Easy to put up—scissors and hammer the only tools needed. Guaranteed best product of its kind on the market. Width, 36 in.

	Roll Lgth.	Roll Sq. Ft.	Shpg. Wt.	Sale Price
99 X 8820	Per ft.	...	6 oz.	34c
99 X 8821	10 ft.	30	5 lbs.	\$ 3.35
99 X 8822	20 ft.	60	9 lbs.	6.59
99 X 8824	100 ft.	300	42 lbs.	29.95



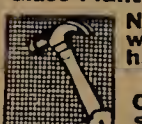
SUN RAY Glass Chick



SUN RAY Egg Yield



SUN RAY Glass Plant



Nail on  
with  
hammer



Ordinary Glass Chick



Ordinary Egg Yield



Ordinary Glass Plant



Cut with  
scissors

### A Low-Priced Glass Substitute at Still Greater Savings!

- ★ Admits health-giving, growth-promoting ultra violet rays.
- ★ Made from specially treated fabric.
- ★ Diffuses light rays to darkest corners of poultry houses. Shuts out cold and rain.
- ★ Easy to cut with ordinary scissors.

At Sears special prices you can equip your poultry houses with this best-of-all double treated cloth glass substitute for MUCH LESS THAN FORMERLY. Your fowls will get more ultra-violet rays, up goes egg production—down go losses from sickly underdeveloped poultry! Works like magic on plants in hot beds. NOW IS THE TIME TO INSTALL VITO-FABRIC! You save on every foot. Width, about 36 in.

	Roll Lgth.	Roll Sq. Ft.	Shpg. Wt.	Price
99 X 8810	Per ft.	...	4 oz.	6c
99 X 8811	10 ft.	30	2 lbs.	\$0.57
99 X 8812	20 ft.	60	3 lbs.	1.10
99 X 8813	50 ft.	150	7 lbs.	2.49
99 X 8814	100 ft.	300	15 lbs.	4.75

## Headquarters for MODERN DAIRY SUPPLIES

### MODERN DAIRYMAN Sanitary Milk Cans

**\$2.75** ★ Heavy gauge steel, dipped in pure straits tin; sanitary soldered. Leakproof.

And Up ★ Heavy seamless neck and breast. Meet sanitary requirements of all state laws. Prices usually from 50c to 75c higher. Diam., neck, 5-gal., 6 1/8 in.; 8 and 10-gal., 7 1/4 in. Standard weight.

Shpg. Wt.	99 X 8850 With Plug Type Cover	99 X 8851—With Umbrella Type Cover
13 lbs.	5 gal. \$2.75	5 gal. \$2.90
18 lbs.	8 gal. 3.70	8 gal. 3.85
19 lbs.	10 gal. 4.00	10 gal. 4.15

### MODERN DAIRYMAN

#### Perfect Seal Milk Bottle Capper

**\$9.40** ★ Made of steel and brass, chromium plated, highly polished.  
★ Simple mechanism—no springs.  
★ Complies with all new dairy laws.

Never before offered at this low price. Seals caps as perfectly as automatic machines. Takes standard No. 2 Milk bottle caps; regular tab and wire pull type. Shpg. wt., 7 lbs. 12 oz.

9 X 9053 ..... \$9.40



REGULAR

TAB PULL

### Bargain Milk Pails

IX bright coke tin plate. Inside seams smoothly soldered. Raised bottom. Wire bail. Cap., 12 qts. Shpg. wt., 3 lbs.

99 X 8940  
Each.....29c

### MODERN DAIRYMAN Sanitary Soldered Dairy Pails

**54c**

All seams smoothly soldered. Will outwear three of the regular IX coke kind. Capacity, 12 qts. Shpg. wt., 3 lbs.

99 X 8950...54c



**19c**

### Bargain In Quality Milk Bottle Caps

- ★ Standard No. 2 size.
- ★ White spruceboard, paraffined both sides.

500 Regular .040 in. thick. Tube of 500 specially designed for use in capping machine. Shpg. wt., 500, 1 lb. 8 oz.; 2,000, 4 lbs. 8 oz. SAVE MONEY AT THESE LOW SEARS SALE PRICES!

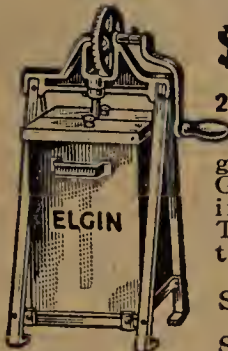
Unprinted	Regular Caps	Tab Pull Caps
Tube of 500.....	9 X 9060 19c	9 X 9070 \$0.27
Package of 2,000.	9 X 9061 75c	9 X 9071 1.05

### BLUE RIBBON Cream Separator With 3 Glass Gauges

**\$2.95** Inexpensive, efficient, easy to use. Simply add cold water or ice; separates in 3 to 4 hours. Tank heavily tinned inside; outside blue enameled. Deep cone bottom allows milk to be drawn off before cream reaches faucet. Complete with instructions. Shpg. wt., 13 lbs.

99 X 8895  
10-gal..... \$2.95  
99 X 8895—14-gal.  
Shpg. wt. 15 lbs..... 4.00

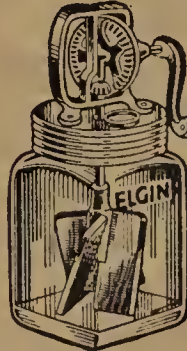
### ELGIN Metal Churn Makes butter in 8 to 10 minutes.



**\$3.00** 3X1A charcoal tin plate can. 4-blade hard maple removable dasher. Makes that good grade of granular butter. Gears, wheel and top castings accurately fitted. Turns easy. With directions.

99 X 8915—2-gal.  
Shpg. wt., 10 lbs... \$3.00  
99 X 8915—3-gal.  
Shpg. wt., 14 lbs... \$3.80

### ELGIN Glass Butter Churn Churns—Mixes—Whips



**\$1.19** Runs easy. A good mixer and whipper. Makes granular grade of butter, in 5 minutes. Hard maple 4-blade dasher imparts no metallic taste. Wide mouth clear glass jar. Easily cleaned. Perforated cap in top. Shpg. wts., 2-qt., 5 lbs. 4 oz.; 4-qt., 8 lbs.; 6-qt., 9 lbs.; 8-qt., 11 lbs.

99 X 8905—2-qt..... \$1.19  
99 X 8906—4-qt..... 2.10  
99 X 8906—6-qt..... 2.48  
99 X 8906—8-qt..... 3.15



First time at this low price. Best quality manila rope. Large steel clamps. Shipping weight, 2 lbs. 4 oz.

9 X 9133—For small or medium size cows.....39c

9 X 9134 For large cows.....39c



### Milking Stool

All steel, electrically welded. Gray enameled. Height, 11 1/2 in. Shipping weight, 2 lbs. 8 oz.

9 X 9107...59c

### Special Note

All Dairy Supplies on this page are shipped from Dallas or Houston, whichever is nearer you.



### Strainer Discs

Big saving. Made from selected cotton. Insure clean milk and cream. Size, 6 inch. Shipping weight, 12 ounces.

9 X 8985  
100 for.....19c



- ★ Malleable iron frame and handles.
- ★ Heat treated tool steel blued blades ground to correct bevel.

Special low price for this sale. Length over all, 37 1/2 in.

99 X 9150—No. 2. Medium size: 3x3-in. opening. Shpg. wt., 16 lbs..... \$2.69

99 X 9151—No. 3. Large size with 4x4-in. opening. Shpg. wt., 17 lbs. 3.69

SEARS-ROEBUCK C 71



**3/4<sup>c</sup>**  
Per Ft.

1/2-Inch in  
100-Foot  
Lengths

**HY-TEST** PURE  
MANILA  
ROPE  
REG. U.S. PAT. OFF

### Our Highest Quality Rope at the Lowest Prices in Our History!

- ★ 100% pure manila. Water-proof treated.
- ★ GUARANTEED to test up to 20% stronger than any other rope at this price.

S-T-R-E-N-G-T-H! L-O-N-G S-E-R-V-I-C-E! That's what you want in rope! That's what you get with Sears HY-TEST. Exceeds by a wide margin U. S. Government breaking strain specifications for strictly No. 1 Quality Rope. It gives you that extra margin of safety obtainable only at Sears at this price. HY-TEST rope is properly "laid" for greater strength and exceptionally long wear and is waterproofed with oil and waxes to prevent mildew and rotting. Wet or dry, always flexible, easily handled. Shipped from Dallas or Houston, whichever is nearer you. Send order to city nearer you.

**99 X 7600**—Can be furnished in continuous lengths up to 1200 ft.

Size, In.	Breaking Strain, Lbs. U. S. Govt.	HY-TEST Av.	Shpg. Wt., 100 Ft. Lbs.	Per Ft.	100 Ft.
3/16	450	540	2	3/4 <sup>c</sup>	\$0.22
1/4	600	730	3	3/4 <sup>c</sup>	.23
3/8	1350	1650	5	6/10 <sup>c</sup>	.49
1/2	2650	3233	8	9/10 <sup>c</sup>	.75
5/8	4000	4500	14	1 3/4 <sup>c</sup>	1.55
3/4	5400	6590	17	2 1/2 <sup>c</sup>	1.55
13/16	6500	7040	20	2 1/2 <sup>c</sup>	2.20
7/8	7000	8205	22	2 3/4 <sup>c</sup>	2.30
1	9000	10627	28	3 1/2 <sup>c</sup>	3.20

**PRO-TEX Hardware Cloth**  
Reg. U.S. Pat. Off.  
**99 XM 6800**—SAVE NOW on this material of a hundred uses! For ratproofing, for poultry yard floors, window and tree guards, etc. Full gauge heavy steel wire, uniformly woven and galvanized with pure zinc after weaving. State mesh size, wire gauge, width and length. Shipped from Dallas or Houston, whichever is nearest you.

Mesh In.	Gauge Wire	Width In.	Shpg. Wt. Lbs. 100- Ft. Rolls	Price Per Ft.	Price, Per 25- Ft. Roll	Price, Per 50- Ft. Roll	Price, Per 100- Ft. Roll
1/4	23	24 30 36	38 50 86	10 <sup>c</sup> 12 1/2 <sup>c</sup> 15 <sup>c</sup>	\$2.35 2.90 3.50	\$4.50 5.65 6.75	\$8.60 10.75 12.90
1/3	21	24 30 36	53 78 88	9 1/2 <sup>c</sup> 11 1/2 <sup>c</sup> 14 1/4 <sup>c</sup>	2.25 2.80 3.35	4.30 5.40 6.45	8.20 10.25 12.30
1/2	19	24 30 36	32 69 82	8 1/2 <sup>c</sup> 10 1/2 <sup>c</sup> 12 3/4 <sup>c</sup>	1.95 2.40 2.90	3.70 4.60 5.55	7.00 8.75 10.50

### STRONGHEART PLOW STEEL WIRE ROPE

Meets every U. S. Bureau of Standards requirement for size, weight and strength. Toughest, strongest, safest rope for stump pulling, logging, hoisting—for derricks, steam shovels, hitches and tow lines. Sale Prices offer Big Savings. Shipped from Kansas City.

**99 X 7960**—Metal band prevents unraveling. State size and length wanted.

Size, In.	Diam. of Drum Advised	Work- ing Load, Lbs.	Break- ing Strain, Lbs.	Wt., 100 Ft., Lbs.	Per Ft.	100 Ft.
1/4	12 in.	1,060	5,300	12	3 1/2 <sup>c</sup>	\$ 3.35
5/16	15 in.	1,520	7,600	18	4 1/2 <sup>c</sup>	4.10
3/8	18 in.	2,300	11,500	24	6 1/4 <sup>c</sup>	5.65
1/2	24 in.	4,000	20,000	39	7 1/2 <sup>c</sup>	6.95
5/8	30 in.	6,200	31,000	60	10 3/4 <sup>c</sup>	9.90
3/4	36 in.	9,200	46,000	90	13 3/4 <sup>c</sup>	12.80
7/8	42 in.	11,600	58,000	124	18 1/2 <sup>c</sup>	16.90
1	48 in.	15,200	76,000	151	20 1/4 <sup>c</sup>	18.50

### LION PADLOCK

Nothing like it before at this low price. 1 1/2-inch one piece rustless body. 5-tumbler cylinder. 2 keys. Shpg. wt., 6 oz.

**9 X 5852**.....

**18<sup>c</sup>**

### A 3-PIECE SET

Every Woman Should Own!

Here's a bargain! 3 1/2-in. embroidery scissors, 6-in. all purpose scissors and 8-in. general household shears. Forged steel. Fully nicked. Keen cutting well adjusted blades. Shpg. wt., 8 oz.

**9 X 9778**.....

**89<sup>c</sup>**

**\$1.25 Value**

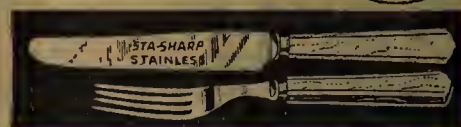


**2 KNIVES  
2 FORKS for 33<sup>c</sup>**

### BRITE BLADE Stainless Cutlery

Brightly polished. Green, Onyx or Ivory color handles of non-inflammable catalin. Metal bolsters. State color. Shpg. wt., 8 oz.

**9 X 9678**—Set of 2 knives and 2 forks.....



**2 KNIVES  
2 FORKS for 63<sup>c</sup>**

### STA-SHARP Stainless Cutlery

Mirror polished. Tarnish-proof, rustproof. Non-inflammable solid molded modernistic handles, "Old Ivory" or "Jet Black" color. State color. Shpg. wt., 9 oz.

**9 X 9677**—Set of 2 knives and 2 forks.....

### BARGAINS IN STA-SHARP KNIVES!

See what you save! Keen edged, tempered blades made of special analysis steel. Shpg. wt., each, 4 oz.



### STA-SHARP Heavy Duty Jack Knife

For rough use. Clip and pen blades. Nickel silver bolsters and shield. Brass linings. Stag pattern handle, 3 3/8-in. long.

**9 X 9472**..

### STA-SHARP 3-Blade Cattle Knife

Clip, spey and punch blades. Nickel silver linings, bolsters and shield. Stag pattern handle, 3 3/8-in. long.

**9 X 9515**..

### STA-SHARP Premium Stock Knife

Clip, spey and sheep's foot blades. Nickel silver linings, bolsters, shield. Stag pattern handle, 3 3/8 in. long.

**9 X 9517**..

**PRICES CUT**

**59<sup>c</sup>**  
6-INCH

**59<sup>c</sup>**  
7-INCH

**True Tempered Steel Laid Blades  
Highest Type Construction!**

Sharp cutters! Sharply reduced! They'll hold their keen edges and cut all types of cloth with wonderful smoothness. Straight handle shears are full nickel plated. Bent handle shears for cutting around patterns on flat surfaces have nicked blades and black japanned handles.

Lgth., In.	Shpg. Wt.	Straight Handles	Lgth., In.	Shpg. Wt.	Bent Handles
6	4 oz.	<b>9 X 9730</b>	7	5 oz.	<b>9 X 9733</b>
7	5 oz.	<b>9 X 9730</b>	8	7 oz.	<b>9 X 9733</b>
		<b>59<sup>c</sup></b>			<b>59<sup>c</sup></b>
		<b>69<sup>c</sup></b>			<b>79<sup>c</sup></b>

**29<sup>c</sup>**  
WAS 39<sup>c</sup>

**54<sup>c</sup>**  
79<sup>c</sup> VALUE

**Forged Steel Shears**  
Real value! Hot forged solid steel. Full nickel plated. For general home use. Lgth., 7 in. Shpg. wt., 4 oz.  
**9 X 9743**.....

**Forged Steel Bent Handle**  
For cutting material flat on table. Nickel plated solid steel. Lgth., 8 in. First time at this price!  
Shpg. wt., 7 oz.  
**9 X 9747**..



## Roller Bearing SURE-LOX Hoists

Special Low Price! Order Now

For pulling, lifting, etc. 9 X 7820  
Makes your work easy. Two sheaves; reinforced steel blocks. Extra heavy drop forged steel hooks, hardened steel axles. Quick, sure lock; holds in any position.

75c

Without Rope	For Rope	Cap. Lbs.	Shpg. Wt.	Sale Price
9 X 7820	3/8 in.	1500	3 lbs. 6 oz.	\$0.75
9 X 7821	1/2 in.	3000	5 lbs. 12 oz.	1.69
9 X 7822	5/8-3/4 in.	5000	9 lbs. 14 oz.	2.69

## CHAIN-GRIP Chain Hoists

Reg. U. S. Pat. Off.

### With Roller Bearing Hook

Farmers! Contractors! Shop Owners! Save at Sears Low Price! Will do anything you'd expect a hoist to do—efficiently, safely, easily. 1. Extra strong heavy malleable iron yokes. 2. Electrically welded and tested chain. 3. Correctly fitted chain pockets—easy running. 4. Extra heavy drop forged hooks; load hook roller bearing. One man easily handles heavy loads.

\$6.95

99 XM 7835  
Was \$7.85



Catalog Number	Cap. Tons	Lift Ft.	Shpg. Wt., Lbs.	Sale Price
99 XM 7835	1/4	6	28	\$6.95
99 XM 7836	1/2	7	36	8.90
99 XM 7837	1	8	56	12.50



### SURE-LOX

### Roller Bearing Wire Stretcher and Hoist

95c

Steel; self locking. With 16 ft. of 3/8-in. HY-TEST manila rope. Shpg. weight, 5 lbs. 6 oz.  
9 X 7791—Sale Price.....95c



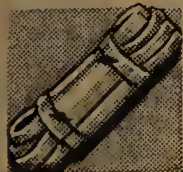
## CADMIUM PLATED CHAIN

98c

### General Purpose Log Chain

A big bargain—rust-resisting 5/16-inch steel chain electrically welded, with swivel, slip and grab hooks. For towing or pulling of any kind where a strong, sturdy chain is essential. Length, 10 ft. Breaking strain, 5,000 lbs. Shipping weight, 9 lbs.

99 X 7735—Sale Price.....98c



### Repair Bundle

A large bundle of rawhide and tanned lace and strip leather for repair work. Shipping weight, 1 lb. 4 oz.

ONLY  
20c  
BUNDLE

9 X 7009  
20c



### Ass'td Solid Copper Rivets and Burrs

Buy these now while prices are DOWN! This assortment contains four 1/2-lb. boxes of most commonly used sizes—8, 9, 10 and 12. Assorted lengths, 3/8 to 3/4 inches. Shipping weight, 2 lbs. 6 oz.

9 X 7477.....49c



### Connecting Links

Save money on these handy links. Drop forged steel, interlocking lugs.

7c

EACH  
1/4-IN.

Diam. In.	Shpg. Wt., Ea.	9 X 7725 Each	6 for
1/4	2 oz.	7c	35c
5/16	2 oz.	8c	42c
3/8	3 oz.	9c	47c
1/2	6 oz.	12c	59c



### Assorted Japanned Tubular Steel Rivets

Fit riveting machine taking standard size rivets. Assorted lengths 3/16 to 1/2 in.

9 X 7441—Box of 50. Shpg. wt., 2 oz. ....7c  
Dozen boxes (600 rivets). Shpg. wt., 1 lb. 4 oz. ....75c

9 X 7438—Same as above but in straight sizes.  
Lgth., in. .... 1/4 5/16 3/8 1/2 5/8 3/4  
Shpg. wt., oz. .... 2 2 2 3 3 4  
Pkg. of 50 .... 8c 9c 10c 11c 12c 13c

## 9c CADMIUM PLATED BOLT 9c ASSORTMENT

Only 9c each assortment for this sale!

Your choice of any 2 of these assortments .....

17c

25 assorted bolts with nuts. 1/4-inch diameter 1 to 2 1/2 inches long.

9 X 7121—Carriage Bolts. Shipping weight, 1 lb. 2 oz. ....9c

9 X 7136—Machine Bolts. Shipping weight, 1 lb. 2 oz. ....9c

## The Nation's Headquarters for CANVAS BELTS

### CANVATEX Red Canvas Belts

Reg. U. S. Pat. Off.

Belting bargains you can't afford to miss! Heavy 32-oz. 4-ply Standard cotton canvas duck, closely stitched with strong cotton twine and impregnated with vegetable oils and waxes to insure flexibility and long life. The ideal belting for tough drives!

99 X 7037—Sewed Splice CANVATEX Red Canvas Belts. 3 ft. shorter than listed on account of lap.

	4-in.	5-in.	6-in.	7-in.	8-in.
Shpg. wt. lbs.	19-24	23-42	28-65	40-93	46-103
40 ft....	\$5.89	\$7.35	\$8.70	\$12.70	\$14.15
50 ft....	7.35	9.60	10.90	18.95	21.20
75 ft....	14.20	16.35	18.95	21.20	28.30
100 ft....	Stick of dressing	21.80	25.40	31.45	35.25
125 ft....	included with each belt.				

99 X 7036—Full length Clipper Spliced CANVATEX Endless Red Canvas Belts.

	3-in.	4-in.	5-in.	6-in.
Shpg. wt., lbs.	7-12	9-15	9-16	15-20
20-ft....	\$2.60	\$3.10	\$3.90	\$4.60
30-ft....	3.90	4.65	5.85	6.90

99 X 7035—Cut lengths CANVATEX Red Canvas Belting. Made endless with clipper splice free if requested. Weights given below are shipping weights.

Width, in.	1 1/2	2	2 1/2	3	4	5	6	7	8
Wt., ft., oz.	4	6	6	7	8	8	11	14	14
Per foot....	6 1/2 c	8 1/2 c	11 c	13 c	15 1/2 c	19 1/2 c	23 c	26 1/2 c	29 c

WAS \$6.90  
SEARS SALE PRICE  
**\$5.89**  
4 IN. x 40 FT.

## RUBBER BELTS at Big Savings for You

SEARS  
SALE PRICE  
**\$7.75**  
4 IN. x 40 FT.

### RED DRIVER Red Rubber Belts

All RED DRIVER Rubber Transmission Belts and Belting made from full 32-oz. long fiber American 4-ply cotton duck with extra heavy friction surface—Recommended for all general transmission work.

99 X 7082—RED DRIVER Rubber Endless Belts. Sewed Splice. 3-ft. shorter than listed because of lap.

Prestretched	4-in.	5-in.	6-in.	7-in.	8-in.
Shpg. Wt.	15 lbs.	19-24 lbs.	23-56 lbs.	33-64 lbs.	56-72 lbs.
40 ft....	\$7.75	\$10.00	\$11.60	.....	.....
50 ft....	.....	12.50	14.45	\$16.75	.....
75 ft....	Our Highest Quality		21.75	25.15	\$27.35
100 ft....			29.00	33.50	\$36.50

99 X 7080—RED DRIVER Rubber Belting by the foot. Made endless with clipper splice free if requested.

Width.....	2 in.	2 1/2 in.	3 in.	4 in.	5 in.
Shpg. wt., ft.....	4 oz.	5 oz.	6 oz.	8 oz.	8 oz.
Per ft.....	11 c	13 1/2 c	16 1/2 c	20 c	25 1/2 c
Width.....	6 in.	7 in.	8 in.	.....	Our highest quality
Shpg. wt., ft.....	9 oz.	10 oz.	13 oz.	.....	.....
Per ft.....	29 1/2 c	34 c	37 c	.....	.....

99 X 7075—BLACK DRIVER Rubber Belting by the foot. 28-oz. cotton duck, 4-ply. Made endless with clipper splice free if requested.

Width.....	3 in.	4 in.	5 in.	6 in.	7 in.	8 in.
Shpg. wt., ft....	4 oz.	6 oz.	8 oz.	10 oz.	10 oz.	12 oz.
Per ft.....	13 c	16 1/2 c	20 1/2 c	24 1/2 c	28 1/2 c	30 1/2 c

## THESE PRICES FOR MAIL ORDERS ONLY

### Load Binder

\$1.59



Extra strong, 22-inch. Double swivel. Takes chain to 1/2 inch. Takeup, 5 1/2 inches. Shipping weight, each, 8 pounds.

99 X 7745—Each.....\$1.59; 2 for.....\$3.09

## BARGAIN BOLT ASSORTMENT

High grade steel bolts and nuts—perfectly threaded. Every one carefully selected. Black finish. Diameter, 1/4, 5/16, 3/8-inch. Length, 1 1/2 to 5 inches.

27c

### Carriage Bolts

9 X 7123—50 assorted. 13 sizes. Shpg. wt., 3 lbs. 6 oz. ....27c

9 X 7124—100 assorted. 18 sizes. Shpg. wt., 5 lbs. 14 oz. ....49c

### Machine Bolts

9 X 7138—50 assorted. 13 sizes. Shpg. wt., 3 lbs. 8 oz. ....32c

9 X 7139—100 assorted. 18 sizes. Shpg. wt., 5 lbs. 8 oz. ....58c



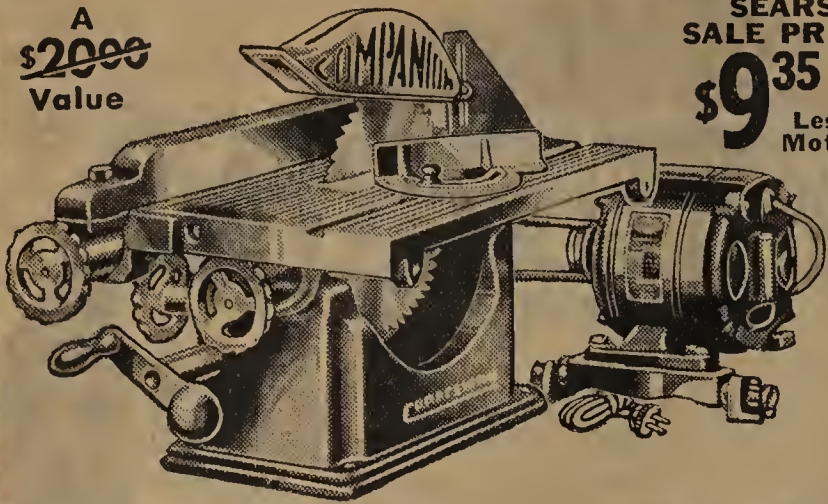
The most needed sizes, for farm, home, shop.

SALE CLOSES  
FEBRUARY 28, 1935

SEARS, ROEBUCK AND CO. C 73



A  
~~\$20.00~~  
Value



SEARS  
SALE PRICE  
**\$9.35**  
Less  
Motor

- 7-inch diameter saw blades.
- Enclosed operating mechanism.
- New type oil-retaining bronze bearings
- Approved guard and ripping fence.
- Full 2 1/4-inch depth of cut.
- Table tilts to any desired angle up to 45 degrees.
- Ball crank adjusts depth of cut.

### CRAFTSMAN COMPANION Bench Saw Never Before at This LOW PRICE

Real Sears Sale Value; Sears dependable quality! But you must act quick, as price is reduced during this sale only. A \$20.00 saw value. New design—rugged and powerful. Table, 10x14 1/4 in. Exceptionally accurate ripping fence. Operating mechanism and gears fully enclosed and protected. Has removable dado insert. Shpg. wt., 40 lbs.

99 X 2227—Less Motor. \$9.35

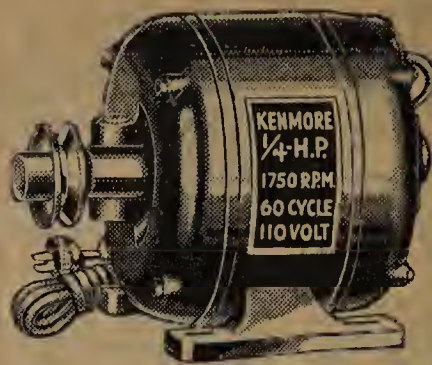
CRAFTSMAN Bench Saw complete with COMPANION 1/3-H. P. 110-120 volt 60 cycle motor, motor mount and belt. Shpg. wt., 63 lbs.

99 XM 2229—Sale Price. \$18.65

SEARS  
SALE PRICE

**\$5.75**  
20 X 2226

A  
~~\$10.00~~  
Value



### KENMORE 1/4-H. P. Bronze Bearing Motor

This great value made possible by the purchase of over 85,000 motors. High quality in every respect. Guaranteed 3 years. For washing machines, light woodworking tools, etc. Speed, 1750 R.P.M. For 110-120 volt 60-cycle A.C. Without cord and plug. Shpg. wt., 28 lbs.

20 X 2226—Sale Price. \$5.75

20 X 2227—Same as above but with cord, plug and 2 1/2-in. V type pulley. Sale Price. \$6.20

99 X 2617—1/3-H. P. KENMORE Motor. With cord and plug and 2 1/2-in. V pulley. 110-120 volt, 60-cycle. Shpg. wt., 32 lbs.

Sale Price. \$7.95

### KENMORE 1/3-H. P. Ball Bearing Motor

Note these quality features: double drive shaft, convenient toggle switch, precision type ball bearings, can be mounted in any position. Guaranteed 5 years. Complete with 10-ft. cord, plug and 2 1/2-in. V type pulley. Speed, 1750 R.P.M. 110-120 volt 60-cycle A. C. Shpg. wt., 31 lbs.

20 X 2228—Sale Price. \$9.45

Motors above are shipped from Dallas or Houston. Send order to city nearest you.

Sale  
Closes  
Feb. 28,  
1935

Special!

Only  
**\$3.98**  
COMPLETE  
47-PIECE  
SET

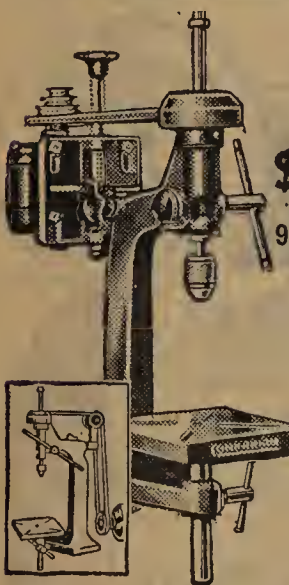


We Bought 20,000 Sets for this Sale!

Set is made from extra strong, heat-treated MANGANESE STEEL and includes twenty-three 12-pt. thin walled sockets (3/8 in. to 1 1/8 in.), nine 8-pt. sockets (3/8 in. to 1 1/8 in.)—speeder handle, ratchet handle, T-handles and extensions. Six 12-pt. box-end wrenches (3/8 in. to 1 in.). 47 pieces in a strong steel box with black crackle finish. Shpg. wt., 15 lbs.

28 X 6176—Complete 47-pc. Set. \$3.98  
SPECIAL.....

### A Drill Press of Exceptional Quality Unusual Accuracy



The biggest drill press value. Exceptionally fine 1/2-in. chuck. 7 1/2 x 7 1/2-inch table, accurately milled rack, bronze spindle bearings. Screw adjusted motor bracket, positive depth lock and easy-to-read depth gauge. Belt included. Height, over all 25 1/2 inches. Shpg. wt., 48 lbs.

99 XM 2375—COMPANION Drill Press. \$9.95

COMPANION Drill Press. Complete with ball bearing 1/3-H. P. motor and motor pulley. Shpg. wt., 80 lbs.

99 XM 2379..... \$19.65

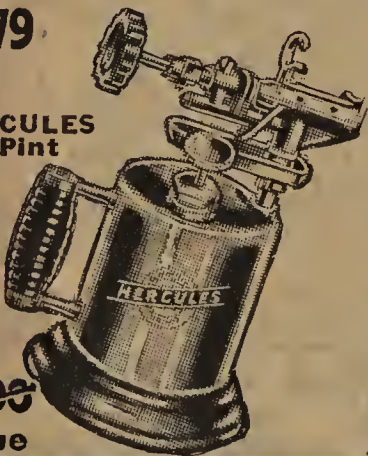
COMPANION Drill Press with pulley bracket for line shaft drive. (See Small Illus.) Shpg. wt., 48 lbs.

99 XM 2377..... \$9.95

When we contracted with a leading manufacturer to produce 20,000 of these sets to sell at this unheard of price.. we "scooped" the whole country with a value that "licks the tar" out of all competition. Never in our history have we seen its equal. Complete 47-pc. set of EXTRA STRONG wrenches—ideal for garage, farm or car-owner. Fits all bolts or nuts from 3/8 to 1 1/8 in., on car, truck or tractor.

**\$1.79**

HERCULES  
1-Pint



~~\$3.00~~  
Value

### Outstanding Red Hot Value

Now you can buy the famous CRAFTSMAN and HERCULES torches for less. Improved anti-clog needle valve. Highest quality enduring bronze burner. Bakelite valve handle. Sturdy brass pump. Shpg. wt., 3 lbs.

9 X 5424—HERCULES. 1-pt. size. Sale Price \$1.79

HERCULES. 1-qt. size. A most suitable torch for plumbers and electricians. Shpg. wt., 4 lbs. 2 oz.

9 X 5426—Sale Price..... \$1.98

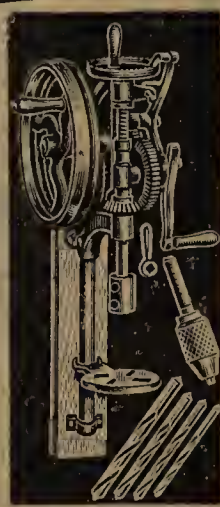
Genuine CRAFTSMAN Blow Torch. Designed for heavy duty use. Delivers a steady, hot blue flame of 2200 degrees. Meets rigid U. S. Navy specifications. Brass tank, highly polished, with lead-coated steel bottom. Brass drip cup, trouble-free pump. Compare it with any \$5.00 torch.

9 X 5428—CRAFTSMAN 1-quart size. Shpg. wt., 4 lbs. 7 oz..... \$2.98

Blow torches are shipped from Dallas or Houston. Send order to city nearest you.

### \$7.95 Bargain Post Drill

Complete

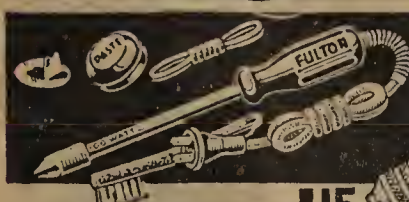


Spindle fitted with end thrust ball bearings. Drills up to 7/8-inch hole to center of 12-inch circle. Adjustable table, 9-in. range. Includes post drill, 1/2-in. capacity chuck and 4 twist drills (1/8, 3/16, 7/32, and 1/4 in.) Heavy 12x1 1/4-in. flywheel may be used with belt. As illustrated. Shpg. wt., 67 lbs.

99 XM 4275..... \$7.95

Post Drill only. Shpg. wt., 65 lbs.

99 XM 4277..... \$6.95



Electric  
Soldering Set

FULTON. Exceptional value. Contains 100-watt soldering iron, iron rest, wire solder, wire scratch brush and soldering paste. Approved type cord and plug. For any 110-volt current. Shpg. wt., 1 lb. 4 oz.

9 X 5402..... \$1.15



FULTON  
Breast Drill

3-jaw chuck; machine cut gears; 2-speed; improved gear shift. Takes straight shank drills up to 1/2 in. Lgth., 16 1/2 in. Shpg. wt., 5 lbs. 15 oz.

9 X 4237..... \$1.49

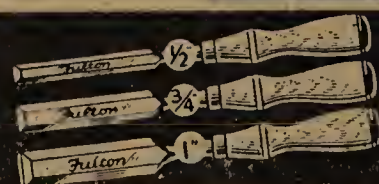


FULTON  
Planes

9-Inch  
Accurately ground sides and bottom. 2-in. cutters. Smooth bottoms.

9 X 3710—9-inch Shpg. wt., 4 lbs. 5 oz..... \$1.35

9 X 3711—14-inch Shpg. wt., 5 lbs. 9 oz..... \$1.69



FULTON 3-Pc.  
Chisel Set

4 1/2-in. polished beveled edge blades. 1/2, 3/4 and 1-in. Hickory handles. Shpg. wt., 1 lb. 10 oz.

9 X 3677..... 95c

3-pc. CRAFTSMAN Butt Chisel Set. 3-in. highly polished blades; sizes as above. Shpg. wt., 1 lb. 15 oz.

9 X 3678..... \$1.45



MERIT  
Hammer  
Bargains

**45c**  
9 X 3810

We've hammered the price! Bell Face. Size 1 1/2; 16 oz. tempered polished forged steel head. Hickory handle. Shpg. wt., 2 lbs.

9 X 3810..... 45c

Ripping Hammer. Same as above except with straight claw. Shpg. wt., 2 lbs.

9 X 3818..... 49c



## Fulton Cordwood Saw

Sears Sale Price

**\$2<sup>48</sup>**  
24-In.

### DOWN GO SAW PRICES! But Only For Sears Sale!

State size center hole wanted.

FULTON—Spring tempered saw steel. Standard quality. Excelled only by our MERIT.

Diam., in. . . . . 24 28 30  
Gauge. . . . . 11 10 10  
Shpg. wt., lbs. 18 27 32

99 X 4943. \$2.48 \$3.70 \$4.25

MERIT—Made of finer, tougher steel by master saw makers. Extra fine finish and deep round gullets. Properly blocked and filed.

32 and 36 in. sizes shipped freight or express only. Other sizes available.

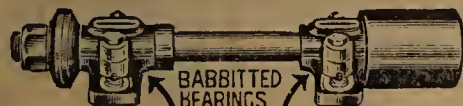
Diam. In.	Gauge	Shpg. Wt.	99X4944	99XM4944
20	13	12 lbs.	\$1.98	.....
24	11	19 lbs.	3.45	.....
28	10	26 lbs.	4.45	.....
30	10	30 lbs.	5.45	.....
32	10	37 lbs.	.....	\$6.25
36	9	48 lbs.	.....	9.45

Sears Sale Price

**\$1<sup>98</sup>**  
20-In.

## MERIT Cordwood Saw

All Prices  
for Mail  
Orders Only



### Highest Quality Saw Mandrel

We've cut prices on this metal pulley mandrel. It's  $\frac{1}{8}$  heavier than ordinary mandrels. Will withstand the ravages of sun, rain and snow. Has babbitted reamed bearings.

Size, No.	Pulley Diam., Face, In.	Shaft, In.	Size, Saw Hole	Shpg. Wt., Lbs.	99 X 4947 with Metal Pulley
0	2 x 3	16 $\frac{1}{2}$ x $\frac{7}{8}$	$\frac{3}{4}$ in.	16	\$1.98
1	2 $\frac{1}{2}$ x 3 $\frac{1}{2}$	16 $\frac{1}{2}$ x 1 $\frac{1}{16}$	1 in.	20	2.80
2	3 x 4	19 x 1 $\frac{3}{16}$	1 $\frac{1}{8}$ in.	24	3.80
3	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	21 $\frac{1}{2}$ x 1 $\frac{5}{16}$	1 $\frac{1}{4}$ in.	31	4.80
6	5 x 6	28 $\frac{1}{2}$ x 1 $\frac{7}{16}$	1 $\frac{3}{8}$ in.	42	6.95



### SPECIAL VALUE! VULCAN Heavy Duty Forge

We've slashed prices for this sale only!

- ★ Hearth of cast iron, 18x20 in. won't burn out.
- ★ Helical cut steel gears; oiltight, dustproof gear case of heavy cast iron. High speed fan.
- ★ 48 to 1 gear ratio maintains steady blast.

Burns soft coal, charcoal or coke. Ht., to top of hearth, 31 in.; over all, 51 in. Shipped freight or express. Shpg. wt., 90 lbs.

99 XM5275—Hood style. \$12.95



**89c**

### MERIT Buck Saw

Double braced straight grained hardwood frame. Champion tooth blade, 30x2 in. Special saw steel. Shpg. wt., 3 lbs. 13 oz.

9 X 4902.....89c

9 X 4905—MERIT  
30x2 in. Champion Tooth Blade only.

Shpg. wt., 8 oz.....45c

### CRAFTSMAN Hand Saw

**\$1<sup>75</sup>**

Popular straight back design. New light weight ship pattern, cross cut. Lgth., 26 in., 7, 8, or 10 points to the inch. (State point wanted.) Shpg. wt., 2 lbs. 2 oz.

9 X 3604.....\$1.75

9 X 3605—Straight Back Rip Saw. Lgth., 26 in. 5 $\frac{1}{2}$  points to in. Shpg. wt., 2 lbs. 5 oz. \$1.75

SEARS SALE PRICE

**\$2<sup>70</sup>**

A  
~~\$5<sup>00</sup>~~  
VALUE

5-Foot  
Without Handles



### SAVE at Least 50% on Sears True Tempered Saws

A big money-saving value just when you need it! FULTON Two-Man Perforated Lance Tooth Saws of polished spring tempered saw steel. Taper ground, 14 to 18 gauges. No binding. 4 cutting teeth to 1 raker. All set and filed, ready for use.

99 X 4969—Without handles.

Length, ft. . . . . 5 5 $\frac{1}{2}$  6  
Shpg. wt., lbs. 5 6 7  
Sale Price. . . . . \$2.70 \$3.00 \$3.30

99 X 4970—With handles.

Length, ft. . . . . 5 5 $\frac{1}{2}$  6  
Shpg. wt., lbs. 8 10 12  
Sale Price. . . . . \$3.10 \$3.40 \$3.70

**\$1<sup>39</sup>**

Without  
Handles



### FULTON Narrow Champion Tooth Crosscut Saws

You'll like the way they speed through wood. Spring tempered saw steel. Flat ground. 3 $\frac{1}{4}$  in. wide. Properly set and filed ready for use. 5 $\frac{1}{2}$ -ft.; most popular length.

99 X 4960—5 $\frac{1}{2}$ -ft. Without handles. Shpg. wt., 7 lbs. \$1.39

99 X 4961—5 $\frac{1}{2}$ -ft. With handles. Shpg. wt., 8 lbs. 1.69

**\$1<sup>25</sup>**

3-Foot



### FULTON Champion Tooth One-Man Crosscut Saws

Made of special spring tempered saw steel. Polished and etched. Beechwood handles. 2 cutting teeth to 1 raker. Filed and set.

Length, ft. . . . . 3 3 $\frac{1}{2}$  4 4 $\frac{1}{2}$   
Shipping wt., lbs. . . . . 5 6 7 8  
99 X 4952..... \$1.25 \$1.55 \$1.85 \$2.10

## LUMBERJACK'S FAVORITE



• Non-chipping bits with razor-sharp edges.

Batter-proof, hardened steel head, highly tempered bit, selected hickory handle. A regular \$2.25 value. Perfectly balanced. Smooth ivory-black finish. Choice of 3 $\frac{1}{2}$  or 4 lb. head. State weight. Shpg. wt., 7 lbs.

99 X 5037—Single Bit.....\$1.59

99 X 5041—Double Bit.....2.10

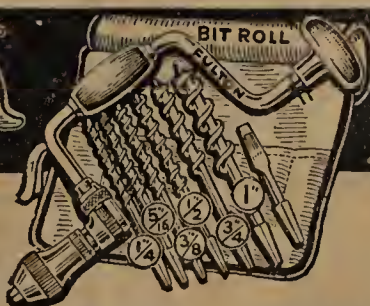


**95c**

### MERIT Michigan Pattern Ax

We bought 36,000 for this sale. Forged steel head, attractive enameled finish; polished bit. Hickory handle. An exceptional value! Single bit. 3 $\frac{1}{2}$ -lb. head. Shpg. wt., 5 lbs.

99 X 5031—Sale Price.....\$0.95



### \$2<sup>29</sup> Set Brace and Bit Set

A Real Buy! FULTON ratchet brace, 10-in. sweep. Includes 6 auger bits from  $\frac{1}{4}$  to 1 in. and  $\frac{5}{16}$ -in. screwdriver bit. Shpg. wt., 4 lbs. 12 oz.

9 X 4265—Complete.. \$2.29

9 X 4256—Brace only. Shpg. wt., 3 lbs. 3 oz. \$0.69



### File Set \$1<sup>10</sup>

10-pc.  $\frac{1}{4}$  taper, 2 round and 1 each of 6, 8, 10 and 12 in. flat mill files. Shpg. wt., 2 lbs. 3 oz.

9 X 4595  
\$1.10

### FULTON Snips For circular or straight cuts.

Lgth., 12 $\frac{1}{4}$  in.; 3-in. cutting edge. Shipping weight, 2 lbs. 2 oz.

9 X 4538  
69c

SEARS-ROEBUCK c 75





SEARS  
SALE PRICE  
**\$9<sup>45</sup>**  
7-IN.  
SIZE  
SANDY LAND  
PLOW

Take advantage of these reduced, factory-to-you prices and save one-third or more on new, up-to-date machinery for your Spring needs. Use our Easy Payment Plan, described on Page 43, if you like. These bargain prices are for early mail orders only, and expire February 28th.

## DAVID BRADLEY SOUTHERN CLIPPER WALKING PLOW

Especially designed for the soil conditions of Texas and other Southern states, the David Bradley Southern Clipper Walking Plow has become "standard equipment" in many sections of this vast agricultural territory.

The shape of the moldboard and share afford good penetration with light draft. You have choice of several sizes, and black-land or sandy-land bottoms. Prices include one extra share.

9, 10 and 12-inch sizes shipped from Dallas, Sweetwater or Houston. Other sizes shipped from Dallas or Houston only. Send order to nearest shipping point.

### Black Land Plows for Black Land and Sticky Soils

Catalog Number	No. on Share	Size Inches	Wt. Lbs.	Plow	Extra Share	Mold-board	Land-side	Frog
32 XM 160	TX 75	7	70	\$ 9.95	\$1.28	\$3.10	\$1.05	\$0.80
32 XM 161	TX 85	8	75	10.90	1.30	3.30	1.05	.80
32 XM 163	TX 105	10	85	13.35	1.70	4.05	1.25	.85
32 XM 165	TX 125	12	95	14.55	2.00	5.20	1.45	1.00

### Sandy Land Plows for Sandy and Loamy Soils

32 XM 153	VX 75	7	70	\$ 9.45	\$1.28	\$2.35	\$1.05	\$0.75
32 XM 155	VX 95	9	80	11.95	1.48	2.85	1.15	.85
32 XM 156	VX 105	10	85	12.85	1.70	3.05	1.25	.85
32 XM 158	VX 125	12	95	13.90	2.00	5.10	1.45	1.00

### These Features Provide That Sears "EXTRA VALUE"

- Moldboard made of soft center steel; share and landside made of solid steel.
- Entire bottom carefully ground and polished. Scours right from the start.
- Moldboard, double shinned; extra thickness of hard steel welded on where ordinary moldboards wear the most.
- Wide clevis adjustment. Heavy beam.

The experience of Bradley, one of the world's leading plow makers for over a century, is built into the Southern Clipper. It has been sold to Southern farmers for generations. Nowhere can you get such plow value at these Low Prices, which are for Mail Orders only until February 28th.



## DAVID BRADLEY ROYAL BLUE Walking Plow

SALE PRICE  
**\$12<sup>95</sup>**  
10-IN.  
SIZE

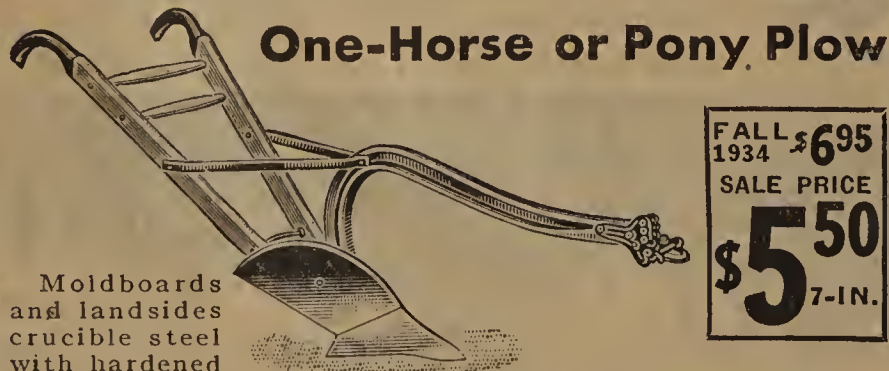
Price Includes Extra Share

- Moldboards, landside and share solid steel.
- Bottoms, ground and highly polished.
- Moldboards, double shinned on top for long wearing.
- Beam, double-beaded forged steel, highly arched.

An old Southern favorite at a new low price during Sears great Spring Sale. Does fine work in stubble or tame sod, and, as the moldboards, landside and share are solid steel with mild temper, it gives splendid service in stony land. The moldboard, share and landside are securely bolted to a steel frog, and outer landside secured to a cast inner landside, which has an adjustable slip heel. Will not foul in trashy land. Oak handles.

Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest you.

Catalog No.	Size	Weight	Mark on Share	Plow	Extra Share
32 XM 125	10-inch	95 lbs.	RB10	\$12.95	\$1.70
32 XM 126	12-inch	100 lbs.	RB12	14.75	2.00
32 XM 127	14-inch	110 lbs.	RB14	16.45	2.35



Moldboards and landsides crucible steel with hardened crucible share. Adjustable slip heel. A light one-horse plow. Price includes one extra share. Shipped from Dallas only.

### One-Horse or Pony Plow

FALL 1934 SALE PRICE  
**\$5<sup>50</sup>**  
7-IN.

#### Steel Beam Plows

Catalog Number	Size Inch	Wt. Lbs.	Price Plow	Extra Share
32 XM 4190	Pony, 7	55	\$5.50	52c
32 XM 4191	A.O., 8	60	6.65	60c
32 XM 4193	C.O., 10	75	8.85	85c

#### Wood Beam Plows

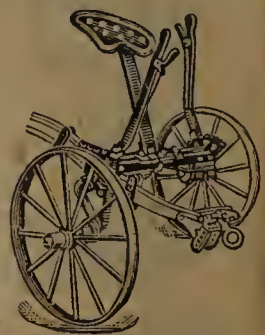
32 XM 4195	Pony, 7	38	\$4.70	52c
32 XM 4196	A.O., 8	42	5.30	60c

### Riding Attachment for Walking Plow at Sale Price

Easily and quickly attached to any plow. Eliminates side draft. Can be set for any depth. Being tongueless, the attachment cannot be backed up by the team. By connecting to the drawbar of your drag harrow you have a splendid harrow cart. Regular type of riding plow wheels with wide oval tires. Not intended for use on smaller than 10-inch plows or rod breakers. Price does not include plow. Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest you.

32 XM 192—For right-hand plows only. Weight, 147 pounds.

**\$13<sup>95</sup>**



## DAVID BRADLEY MIDDLE BREAKER PLOW

SALE PRICE  
**\$13<sup>20</sup>**  
10-IN.

Especially Designed for the Southern Farmer

- Solid steel share; reinforced under point.
- Wings made of hard-tempered, soft steel.
- Selected wood handles, well braced.
- Adjustable steel rudder. —Highly-arched steel beam.

These low prices good 'till Feb. 28 only. Especially designed to meet the requirements for growing cotton and corn. This plow is successfully used in preparing cotton ridges, bursting old rows, hilling potatoes, etc. Frog and beam hold bottom rigid at all times. Shipped from Dallas, Sweetwater or Houston. Send orders to nearest city.

Catalog No.	Size, In.	Wt. Lbs.	Middle Breaker Sale Price	Extra Share Each	Mold-boards Right or Left, Each	Frog, Each
32 XM 144	10	100	\$13.20	\$1.50	\$2.90	\$2.15
32 XM 145	12	102	13.95	1.75	2.95	2.15
32 XM 146	14	106	15.45	1.85	3.60	2.35

#### Oversize Shares for Middle Breakers Listed Above.

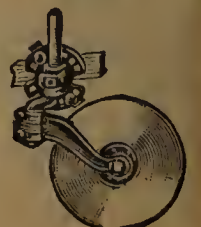
Catalog No.	Will Fit	Will Cut	Wt., Lbs.	Each
32 XM 150	No. 145—12-inch	14 in.	7 lbs. 8 oz.	\$2.50
32 XM 151	No. 146—14-inch	16 in.	8 lbs. 8 oz.	2.70
32 XM 152	No. 146—14-inch	18 in.	9 lbs. 10 oz.	2.95

### David Bradley Caster Coulter

Fits Any Wood or Steel Beam Walking Plow and Middle Breaker. The coulter has a 13-in. steel blade. All bearings protected. Natural wear of the hub and adjoining parts can be taken up by simply tightening nut on the bolt which passes through the blade and hub. Has an offset of 2 in. in the shank, which allows a lateral adjustment of 4 inches. Weight, 25 lbs.

32 X 115—Sale Price.

**\$3<sup>45</sup>**





BUY BEFORE FEB. 28th  
AND SAVE!

DAVID  
BRADLEY PERFECTION  
SULKY PLOW

- Regular plow bottom, middle breaker or sweep can be used with this plow.
- Good clearance; high-arched, double-beaded steel beam. Auxiliary lifting springs on levers.
- 15-inch adjustable rolling coulter with dust-proof bearings. 30-inch steel land wheel.
- 4-inch vertical adjustment on rear axle to conform to different type bottoms.
- Landing lever fully controls front furrow wheel.
- Light draft; perfect scouring; easily handled; adjustments easily made.

The Perfection Sulky is a durable, frameless, tongueless sulky plow, built especially for Southern farmers. Black-land bottom has soft-center steel moldboard; solid-steel landside and share. Sandy-land bottom has soft-center steel moldboard and share; solid-steel landside. 20-inch cast front and rear furrow wheels regularly furnished; do not skid or pick up soil. Can furnish steel furrow wheels instead, if specified on order.

Can supply steel furrow wheels instead, at same price, when specified on order. Adjustable beam foot attachment, including root cutter for sweeps, furnished as extra. Any style or size sweep may be used—adjustable to 8 positions. Extra share furnished with black land plows.

See page 43 for Easy Payment Terms

Catalog Number	Size	Style Bottom	Shpg. Wt.	Price Plow	Extra Share
32 XM 3250	12 inches	Black Land	431 lbs.	\$42.95	\$2.00
32 XM 3229	14 inches	Black Land	436 lbs.	43.90	2.35
32 XM 3258	12 inches	Sandy Land	433 lbs.	44.00	2.60
32 XM 3251	14 inches	Sandy Land	439 lbs.	44.95	3.25
32 XM 3230	16 inches	Sandy Land	446 lbs.	45.90	3.80

Middle Breaker Bottom

- Solid, mild-tempered steel.
- Soft-center steel moldboard.
- Solid-steel share. 14-inch.

Middle Breaker for Perfection Sulky Plow.  
Shpg. wt., 40 lbs.

32 XM 3227.....\$8.95



Middle Breaker and Lister Shares

Interchange in shape and fit with original shares on your Middle Breaker and Lister. Made of solid steel, natural temper, known to the trade as crucible steel. State size and tell us the marks which are stamped on the back of your old share.

32 X 7087

12-inch share..\$1.75 16-inch share...\$1.95  
14-inch share.. 1.85 20-inch share....\$2.75



To Fit	Share Marks	Size	Wt.	To Fit	Share Marks	Size	Wt.
Avery.....	SF12	12 in.	8 lbs.	Deere.....	56	16 in.	11 lbs.
Avery.....	SR14	14 in.	12 lbs.	Deere.....	140	12 in.	7 lbs.
Avery.....	AMB12	12 in.	9 lbs.	Deere.....	172	14 in.	7 lbs.
Avery.....	AMB14	14 in.	11 lbs.	Deere.....	305	20 in.	16 lbs.
Avery.....	AMB16	16 in.	12 lbs.	Emerson...	9MB	14 in.	11 lbs.
Avery.....	114	14 in.	11 lbs.	Emerson...	EL14	14 in.	9 lbs.
Avery.....	YJ14	14 in.	12 lbs.	Moline....	1151	14 in.	11 lbs.
Avery.....	YJ16	16 in.	11 lbs.	Moline....	796	16 in.	11 lbs.
Avery.....	14	14 in.	11 lbs.	Moline....	832	14 in.	10 lbs.
Avery.....	XEP14	14 in.	11 lbs.	Moline....	1152	16 in.	12 lbs.
CantonP&O	316	14 in.	9 lbs.	Oliver.....	PB14	14 in.	7 lbs.
CantonP&O	220	12 in.	9 lbs.	Oliver.....	162	16 in.	11 lbs.
CantonP&O	221	14 in.	9 lbs.	Oliver.....	58	12 in.	10 lbs.
CantonP&O	238	14 in.	9 lbs.	Oliver.....	94	14 in.	11 lbs.
CantonP&O	397	14 in.	13 lbs.	Oliver.....	PB12	12 in.	6 lbs.
CantonP&O	398	16 in.	14 lbs.	Oliver.....	MB14	14 in.	10 lbs.
Case.....	TM12	12 in.	10 lbs.	Oliver.....	OMB14	14 in.	12 lbs.
Case.....	TM14	14 in.	10 lbs.	Oliver.....	OMB16	16 in.	12 lbs.
Case.....	TM16	16 in.	11 lbs.	Oliver.....	O4L	14 in.	10 lbs.
Case.....	UIX	14 in.	11 lbs.	Rock Isl...	BL12	12 in.	10 lbs.
Deere.....	195	14 in.	10 lbs.	Rock Isl...	BL14	14 in.	11 lbs.
Deere.....	54	14 in.	9 lbs.	Rock Isl...	BL16	16 in.	12 lbs.
Deere.....	52	12 in.	10 lbs.	Rock Isl...	6 Hole	14 in.	13 lbs.
				Rock Isl...	MB16	16 in.	12 lbs.

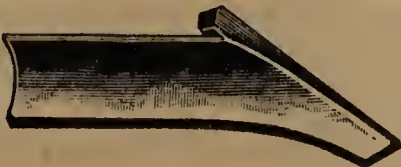
Partly Finished Plow Shares

Fully welded and point finished. If shares for your plow are not listed on these pages, order blank shares and have blacksmith fit them. Soft-center shares must be tempered after fitting. Landside is long enough to cut to fit any plow. Furnished right hand only.

Each

32 X 7080

12-inch. Shpg. wt., 12 lbs....\$1.70  
14-inch. Shpg. wt., 14 lbs....\$1.95  
16-inch. Shpg. wt., 16 lbs.... 2.15



SALE PRICE  
\$42.95  
Cash 12-In.  
Black Land Plow

Sold on Easy Payments  
\$5 Down

Sale Closes  
Feb. 28th

Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest you.

Wheel tread adjustable with furrow wheel extension, 48 to 70 in.; with both land and furrow wheel extension, 54 to 76 in.

- 32 X 3232—Furrow Wheel Extension. Shpg. wt., 46 lbs.....\$3.35
- 32 X 3233—Land Wheel Extension. Shpg. wt., 9 lbs...\$0.90
- 32 X 3242—Sweep Foot Attachment with root cutter. Shpg. wt., 27 pounds..... 2.35
- 32 X 3243—New Model Longer Rear Axle. Shpg. Wt., 12 pounds..... .95
- If you desire the furrow wheel extension and the sweep foot attachment for Perfection Plows, purchased from 1923 to 1930, this longer axle is necessary.

FINISHED PLOW SHARES

To Fit:  
Avery  
Canton  
Deere  
Emerson  
Moline  
and  
Oliver  
Plows

\$30  
And  
Up

These shares interchange in shape and fit with the original shares furnished by the makers of your plow and will give as good or better service. Made of the highest quality material by experienced plow-share makers. Made with an extra-wide lap weld which gives strength and long wearing qualities and permits frequent sharpening.

HOW TO ORDER SHARES

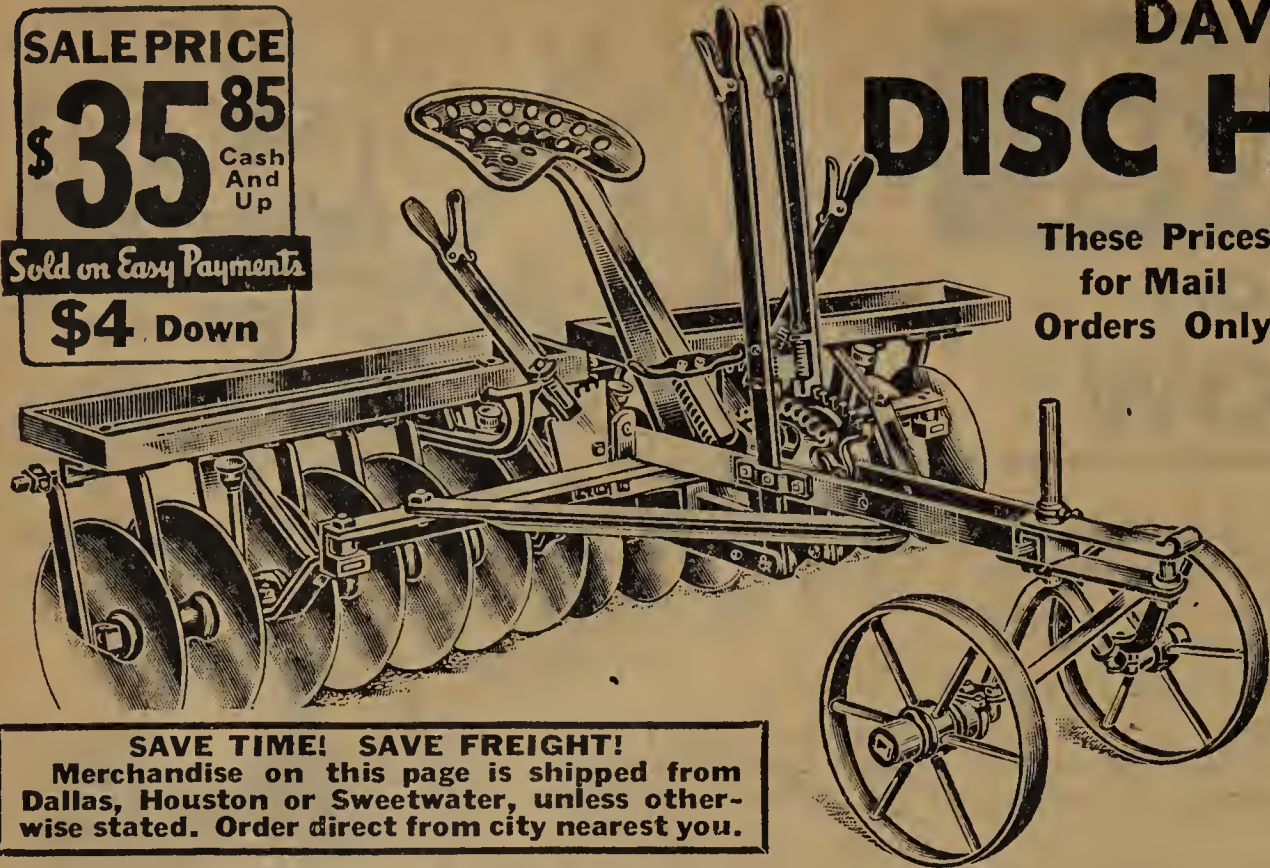
Very Important. Read Before Ordering. Do not fail to tell us the marks stamped on the back of your old share; also size and make of plow. Unless marks are exactly the same as shown in list, share will not fit. We can furnish RIGHT HAND shares only and with marks as shown. Letters QD, beside share numbers indicate Quick Detachable.

32 X 7086—Solid-Steel Plowshares to Fit Following Makes of Plows:

Make of Plow Share Will Fit	Marks on Share	Size Inch	Wt. Lbs.	Each	Make of Plow Share Will Fit	Marks on Share	Size Inch	Wt. Lbs.	Each
Avery.....	1BL9	9	6	\$1.48	Deere.....	183	14	13	\$2.35
Avery.....	1BL10	10	7	1.70	Deere.....	059	12	9	2.00
Avery.....	1BL12	12	9	2.00	Deere.....	227QD	10	7	1.70
Canton P & O...	50	10	7	1.70	Emerson...	BS8	8	6	1.30
Canton P & O...	64	10	7	1.70	Emerson...	BS10	10	7	1.70
Canton Success...	66	12	9	2.00	Emerson...	BS12R	12	9	2.00
Canton Success...	128	14	13	2.35	Emerson...	BS14R	14	13	2.35
Canton Success...	392	14	13	2.35	Emerson...	BS9	9	6	1.48
Canton.....	264	12	9	2.00	Moline.....	BB10	10	7	1.70
Canton.....	266	14	13	2.35	Moline.....	BB12	12	9	2.00
Canton.....	454QD	12	9	2.00	Moline.....	T10	10	7	1.70
Canton.....	476QD	14	13	2.35	Moline.....	T10X	10	7	1.70
Deere.....	039	8	6	1.30	Moline.....	BB14	14	13	2.35
Deere.....	228QD	12	9	2.00	Moline.....	AA8	8	6	1.30
Deere.....	229QD	14	13	2.35	Moline.....	AA9	9	6	1.48
Deere.....	278QD	10	7	1.70	Moline.....	AA10	10	7	1.70
Deere Ranger...	037	9	6	1.48	Moline Sulky...	T12	12	9	2.00
Deere Ranger...	049	10	7	1.70	Moline Sulky...	T14	14	13	2.35
Deere Ranger...	038	11	8	1.90	Oliver.....	C2	8	6	1.30
Deere Stag Sulky	043	13	12	2.25	Oliver.....	C3	9	6	1.48
Deere Stag Sulky	054	14	13	2.35	Oliver Walking...	C4 or 4	10	7	1.70
					Oliver Walking...	C6 or 6	12	9	2.00



**SALE PRICE**  
**\$35<sup>85</sup>** Cash  
 And Up  
**Sold on Easy Payments**  
**\$4 Down**



**SAVE TIME! SAVE FREIGHT!**  
 Merchandise on this page is shipped from Dallas, Houston or Sweetwater, unless otherwise stated. Order direct from city nearest you.

You cannot find a better disc harrow at any price. Its heavy construction gives it the weight so necessary to assure good penetration. Heat treated disc blades. Separate angling levers enable easy independent operation of gangs. Separate center pressure levers insure uniform penetration and pulverization of soil the full width of harrow. Bumper washers, oil soaked maple bushings, large grease cups. Be convinced! Try the Bradley in your own field.

Shipped complete with eveners, scrapers, weight boxes and tongue truck from Dallas, Houston or Sweetwater; order from city nearest you. For terms—See Page 43.

**These Prices  
 for Mail  
 Orders Only**

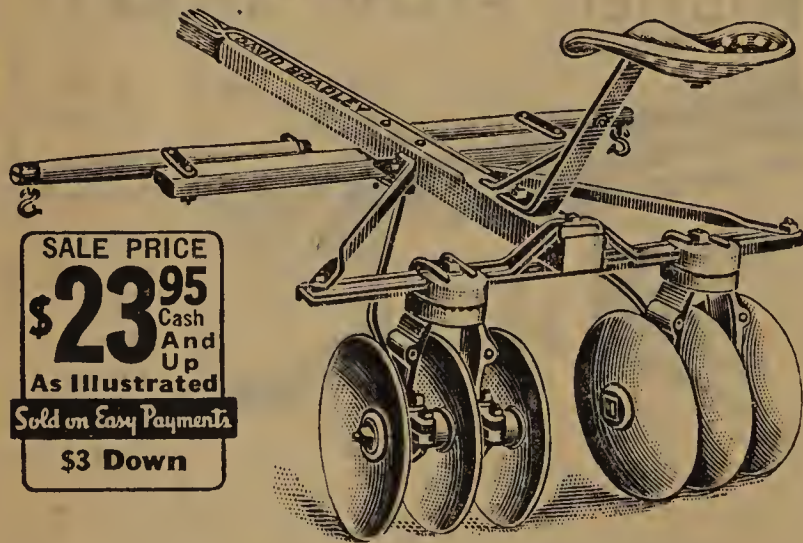
**SUPERIOR  
 FEATURES**

- Galesburg Electric Heat-Treated Discs; last twice as long, require less resharpening.
- Adjustable tongue truck; extra wide wheel tread prevents tipping, makes turning easy.
- Easy-riding double spring seat.
- Four-lever control. Each end of gang individually adjustable up or down, forward or back.

Catalog Number	No. of Discs	Size of Discs	Width of Cut	Size Eveners	Wt. Lbs.	Price
32 XM 330	8	16-in.	4 ft.	2-horse	400	\$35.85
32 XM 331	10	16-in.	5 ft.	2-horse	430	38.90
32 XM 376A	12	16-in.	6 ft.	4-horse	490	44.75
32 XM 376B	12	18-in.	6 ft.	4-horse	525	48.95
32 XM 376C	12	20-in.	6 ft.	4-horse	560	53.15
32 XM 333	14	16-in.	7 ft.	4-horse	535	49.75
32 XM 334	16	16-in.	8 ft.	4-horse	590	52.95

**LOW PRICE PLUS HIGH QUALITY...**

**DAVID BRADLEY REVERSIBLE DISC HARROW**



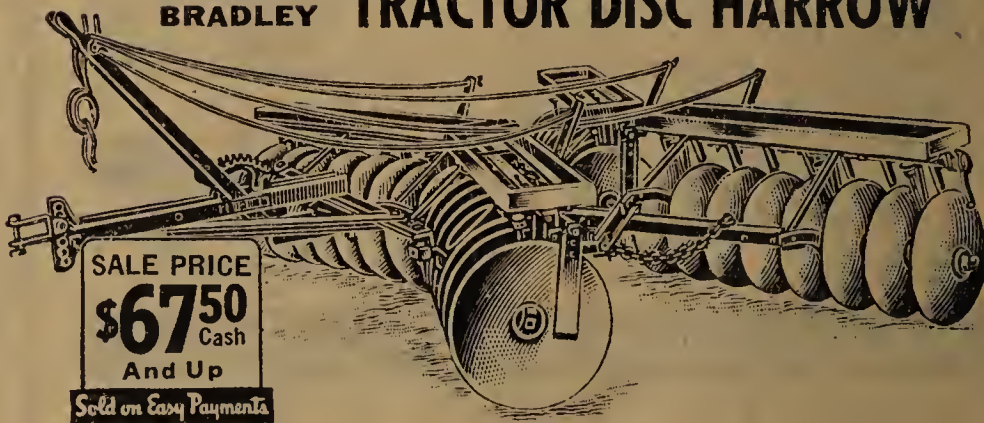
**SALE PRICE**  
**\$23<sup>95</sup>** Cash  
 And Up  
**As Illustrated**  
**Sold on Easy Payments**  
**\$3 Down**

- 16-inch heat-treated steel disc blades.
- Gangs adjustable 6 to 18 inches apart.
- Can be used as harrow or cultivator.
- Dust-proof bearings have oil-soaked, hard maple bushings for longer wear.

A big favorite with Southern truck gardeners. An all-around, handy tool; for use between rows of tomatoes, cabbages, berries, grapes, and in orchards where the ordinary disc harrow is too wide. Disc blades are highly polished. Lubricated by hard grease cups. The discs can be set at any angle desired, and can be reversed to throw dirt either in or out. They can also be set close together for harrowing, or separated to straddle the rows. Close together, the 6-disc harrow cuts about 3 feet, and the 8-disc harrow about 4 feet. This machine is built low enough to pass under low-hanging branches without damaging leaves or fruit. Complete with scrapers. Shipped from Dallas, Houston or Sweetwater. See Page 43 for Easy Payment Terms.

With 2-Horse Hitch, Pole and Neckyoke		
32 XM 345—With Six 16-Inch Discs.		\$23.95
Weight, 225 lbs.		
32 XM 346—With Eight 16-Inch Discs.		\$26.70
Weight, 248 lbs.		
With Shafts for 1 Horse in Place of Pole and Neckyoke		
32 XM 338—With Six 16-Inch Discs.		\$23.90
Weight, 225 lbs.		
32 XM 339—With Eight 16-Inch Discs.		26.65
Weight, 248 lbs.		

**DAVID BRADLEY TRACTOR DISC HARROW**



**SALE PRICE**  
**\$67<sup>50</sup>** Cash  
 And Up  
**Sold on Easy Payments**  
**\$6 Down**

- All steel construction.
- Oil-soaked, hard maple bushings provide extra long wear.
- Oscillating steel spring scrapers; angle steel weight boxes.
- Cross-arm trailer attachment keeps both front and rear gangs cutting full width and depth under all soil conditions.
- Galesburg heat-treated 16-inch disc blades.

The David Bradley is one of the most popular discs in the field. And at this low price it is America's outstanding harrow value. Fine for short turns, automatically follows tractor.

Two long steel levers control all four gangs. "Bumper" principle on front gangs relieves end-thrust wear; flexible swivel chain equalizes pull on rear gang. Forward frame and stub pole brace is one solid steel unit. Grease cup lubrication; cups set below weight boxes and above discs. The crossarm trailer connections, pulling from axle to axle, force rear gangs to split ridge formed by front gangs. Can furnish with 18-in. discs for 30c per disc blade extra. Prices do not include rope.

6 and 7-foot sizes shipped from Dallas, Houston or Sweetwater. 8 and 10-foot sizes shipped from Dallas only. See page 43 for Easy Payment Terms.

Catalog Number	No. of Discs	Width of Cut	Weight, Lbs.		Harrow Without Scrapers	Harrow With Scrapers
			Without Scrapers	With Scrapers		
32 XM 299	24	6 feet	633	725	\$67.50	\$71.00
32 XM 300	28	7 feet	690	792	70.75	76.50
32 XM 301	32	8 feet	780	890	78.50	84.00
32 XM 303	40	10 feet	970	1,110	89.00	96.00

**Extra Disc Harrow Blades**

Famous Galesburg discs; electrically heat-treated. Standard weight. Fit any disc harrow having 7/8-inch square axle. Have 1 1/16-inch square hole.

32 X 7070A—Size, 16 in.	Weight, 6 lbs.	Each, \$1.00
32 X 7070B—Size, 18 in.	Weight, 10 lbs.	Each, \$1.35
32 X 7070C—Size, 20 in.	Weight, 13 lbs.	Each, 1.70

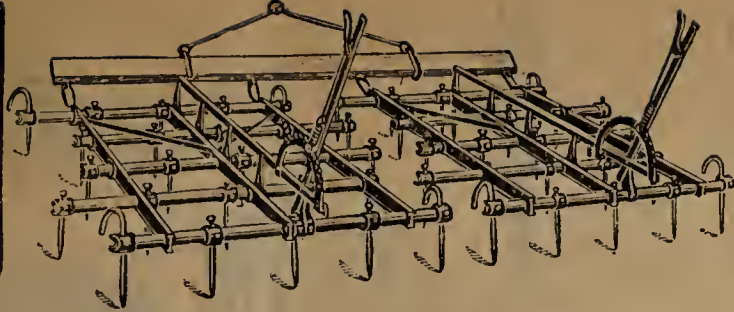




SALE PRICE

\$6<sup>40</sup>

25-Tooth Section



DAVID BRADLEY

STEEL U-BAR DRAG HARROW

Bradley U-Bar Harrows are famous for their ability to stand up under years of tough going. The tooth bars are made of heavy U-bar steel, five to each section. The teeth are 9/16 inches square, about 8 inches long and headed. They are attached by steel clips, which hold them in a vise-like grip by means of set screws and lock nuts. Teeth easily adjusted for depth.

These Low Prices are good only until February 28th, 1935. Economy says: **BUY NOW!**

All sizes except single sections have drawbar and irons. Single sections not equipped with draw irons as they are generally used to increase size of larger harrows. If draw irons are wanted, see listing below.

Shipped from Dallas, Sweetwater or Houston. Send order to city nearest you.

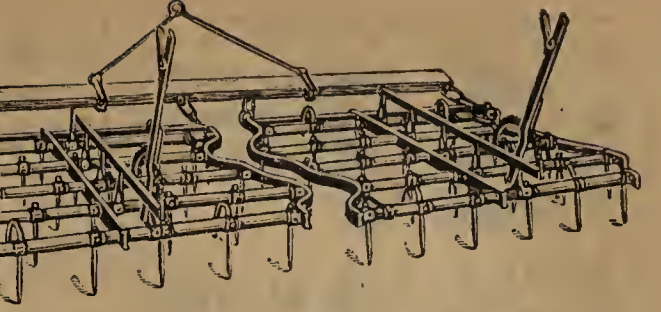
Catalog Number	No. Sections	No. Teeth	Size Cut	Wt., Lbs.	Sale Price
32 XM 350	1	25	4½ feet	89	\$ 6.40
32 XM 351	1	30	5 feet	102	7.15
32 XM 352	2	50	8½ feet	190	14.45
32 XM 353	2	60	10 feet	220	16.25
32 XM 354	3	75	12¾ feet	285	22.10
32 XM 355	3	90	15 feet	330	24.35

32 XM 361—Draw Irons for 25 to 30-tooth single sections. Wt., 5 lbs.....45c

SALE PRICE

\$6<sup>35</sup>

25-Tooth Section



DAVID BRADLEY

STEEL GUARDED-END HARROW

The guarded ends prevent harrow from catching on trees, stumps, stones or other obstructions.

Tooth bars are of U-shaped steel, 5 to each section, with runner tooth at each corner. Teeth are ¾-inch swedged, triangular, and about 7 inches long. Frame and cross bars of heavy I-beam steel. Teeth are held securely and are easily adjusted.

All sizes except single sections have drawbar and irons. Single sections not equipped with draw irons as they are generally used to increase size of larger harrows. If draw irons are wanted, see listing below.

Shipped from Dallas, Sweetwater or Houston. Send order to city nearest you.

Catalog Number	No. Sections	No. Teeth	Size Cut	Wt., Lbs.	Sale Price
32 XM 362	1	25	4 feet	90	\$ 6.35
32 XM 363	1	30	4¾ feet	97	7.10
32 XM 364	2	50	8 feet	185	14.35
32 XM 365	2	60	9½ feet	210	16.15
32 XM 366	3	75	12 feet	275	21.95
32 XM 367	4	90	14¼ feet	310	24.20

32 X 320—Extra Teeth. Weight, 6 ounces. Each.....7c  
32 X 321—Extra Clips. Weight, 6 oz. Each.....7c  
32 X 361—Draw Irons for 25 or 30 tooth single sections. Weight 5 lbs.....45c

and SEARS EASY PAYMENT PLAN

See Page 43

Harrow Teeth and Clips

The difference between good, sharp teeth and old, wornout or dull teeth on a harrow, is the difference between a good seed bed and a poor one. Sears harrow teeth and clips are made of the best material for long wear.

Teeth are square. Fit wood-frame and any standard U-bar harrows. Clips have set screw and nut to hold teeth tight.

Catalog Number	Description	Wt., Lbs.	Per Doz.
32 X 7060	½ x8-in. teeth....	7	55c
32 X 7078	¾x8-in. teeth....	9	79c
32 X 7061	¾x8-in. teeth....	11	85c
32 X 7062	½-in. clips.....	5	72c
32 X 7079	¾-in. clips.....	5	80c
32 X 7063	¾-in. clips.....	6	82c

David Bradley

SPRING TOOTH HARROW

A great tool for deep cultivation and for uprooting weeds and grasses. A favorite in truck gardens and orchards. Angle-steel frames. Finest quality spring teeth securely bolted to frames, spaced to prevent clogging.

Will furnish harrows with special crimped teeth for alfalfa at 65c per section extra.

SALE PRICE

\$10<sup>85</sup>

1-Section

Prices on 2, 3 and 4-section harrows include drawbar. Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest you.

Catalog Number	No. Teeth	Sections	Wt., Lbs.	Price
32 XM 388	9	1	135	\$10.85
32 XM 389	17	2	270	19.90
32 XM 398	26	3	400	29.75
32 XM 400	35	4	500	39.90

32 X 399—Steel handles for 1-section harrow. Wt., 15 lbs.....\$1.00  
32 X 390—Extra Spring Teeth. Wt., 5 lbs. Each.....45c  
32 X 391—Extra alfalfa teeth. Wt., 5 lbs. Each.....55c

Turn Shovels

¼ in. thick. Tumbled and blued.

Shipped without bolts.

Cat. No.	Kind	Size, In.	Weight	Each
32 X 3714	Right hand	5x10	5 lbs.	50c
32 X 3715	Right hand	6x11	5 lbs. 8 oz.	65c
32 X 3722	Left hand	5x10	5 lbs.	50c
32 X 3717	Left hand	6x11	5 lbs. 8 oz.	65c

Kenwood Sweeps

¼ in. thick. Tumbled and blued. For mixed and black lands. 3 hole.

Shipped without bolts.

Catalog No.	Size, In.	Weight	Each
32 X 3706	6	2 lbs.	21c
32 X 3707	8	2 lbs. 8 oz.	24c
32 X 3708	10	3 lbs. 8 oz.	36c
32 X 3735	12	4 lbs. 4 oz.	42c
32 X 3736	14	5 lbs.	55c

McGregor Sweeps

For black land. ¼ inch thick. 2 holes. Tumbled and blued.

Shipped without bolts.

Catalog No.	Size	Weight	Each
32 X 3760	6 inch	2 lbs.	28c
32 X 3761	8 inch	2 lbs. 8 oz.	30c
32 X 3762	10 inch	3 lbs. 8 oz.	42c
32 X 3763	12 inch	4 lbs. 4 oz.	52c
32 X 3764	14 inch	5 lbs.	60c

CULTIVATOR SWEEPS and SHOVELS

Heel Sweeps

Hard Bessemer steel, polished and blued. ¼ in. thick.

Shipped without bolts.

Catalog No.	Size	Weight	Price
32 X 3723	12 inch	2 lbs. 8 oz.	21c
32 X 3724	14 inch	3 lbs.	24c
32 X 3725	16 inch	3 lbs. 8 oz.	28c
32 X 3726	18 inch	4 lbs.	35c
32 X 3727	20 inch	4 lbs. 8 oz.	36c
32 X 3728	22 inch	5 lbs. 4 oz.	42c
32 X 3729	24 inch	5 lbs. 12 oz.	50c

Solid Cultivator Sweeps

¼ in. thick. Tumbled and blued.

Shipped without bolts.

Catalog No.	Size	Weight	Each
32 X 3721	8 inch	2 lbs.	20c
32 X 3719	10 inch	2 lbs. 12 oz.	25c
32 X 3720	12 inch	3 lbs. 12 oz.	35c

Heel Bolts

For use on plow stocks with square hole or Southern plow shapes. Size 5/8x3½ inches. ¾ inch thick nut.

32 X 53—Weight, 1 lb.....10c

Bull Tongues

Hard Bessemer steel. ¾ in. thick, tumbled and blued. Shipped without bolts.

Cat. No.	Size	Wt.	Price
32 X 3740	2½x7½	1 lb. 8 oz.	16c
32 X 3741	3 x8	2 lbs. 4 oz.	18c
32 X 3742	3½x8½	2 lbs. 12 oz.	22c
32 X 3743	4 x9	3 lbs.	28c

Corn Shovels

Hard Bessemer steel, 5/16 in. thick, tumbled and blued. Shipped without bolts.

Cat. No.	Size	Wt.	Price
32 X 3744	5x7 in.	2 lbs.	22c
32 X 3748	6x8 in.	3 lbs.	31c
32 X 3750	7x9 in.	4 lbs.	40c

Solid Sweeps

For sandy land Hard Bessemer steel. ¼ in. thick, tumbled and blued. Shipped without bolts.

Cat. No.	Size	Wt.	Price
32 X 3731	12x8 in.	3 lbs. 8 oz.	33c
32 X 3732	14x8½ in.	4 lbs. 8 oz.	42c
32 X 3733	16x9 in.	5 lbs. 8 oz.	52c
32 X 3734	18x9½ in.	6 lbs. 8 oz.	55c

SEARS, ROEBUCK AND CO. c 79



SEARS SALE PRICE

**\$37<sup>85</sup>**  
CASH

On Easy Payments **\$4 DOWN**

Note Convenient Shipping Points for Implements on this page. Saves Time and Freight Charges for You.

SALE CLOSES  
FEB. 28, 1935

## UNIFORM PLANTING MEANS BETTER CROPS

### The Famous DAVID BRADLEY Country Gentleman Cotton and Corn Planter

- Large capacity hopper easily removed by loosening two wing nuts.
- Three-speed gear shift varies quantity of seed dropped without stopping the planter.
- Gear driven seed plates, plant single seed, with three speeds—no bunching or clogging.
- All seeds drop within view of the operator.
- Planting depth regulated by foot lever.

An old favorite of the South—the Bradley Country Gentleman Planter. Noted for its accuracy and durability. You cannot afford to take chances on an old, worn-out planter, when the Bradley can be bought at this low price. This sale closes February 28th; take advantage of it before planting time! Although designed primarily for cotton and corn, the Bradley Country Gentleman will plant peas, sorghum, grain and other small seed just as efficiently.

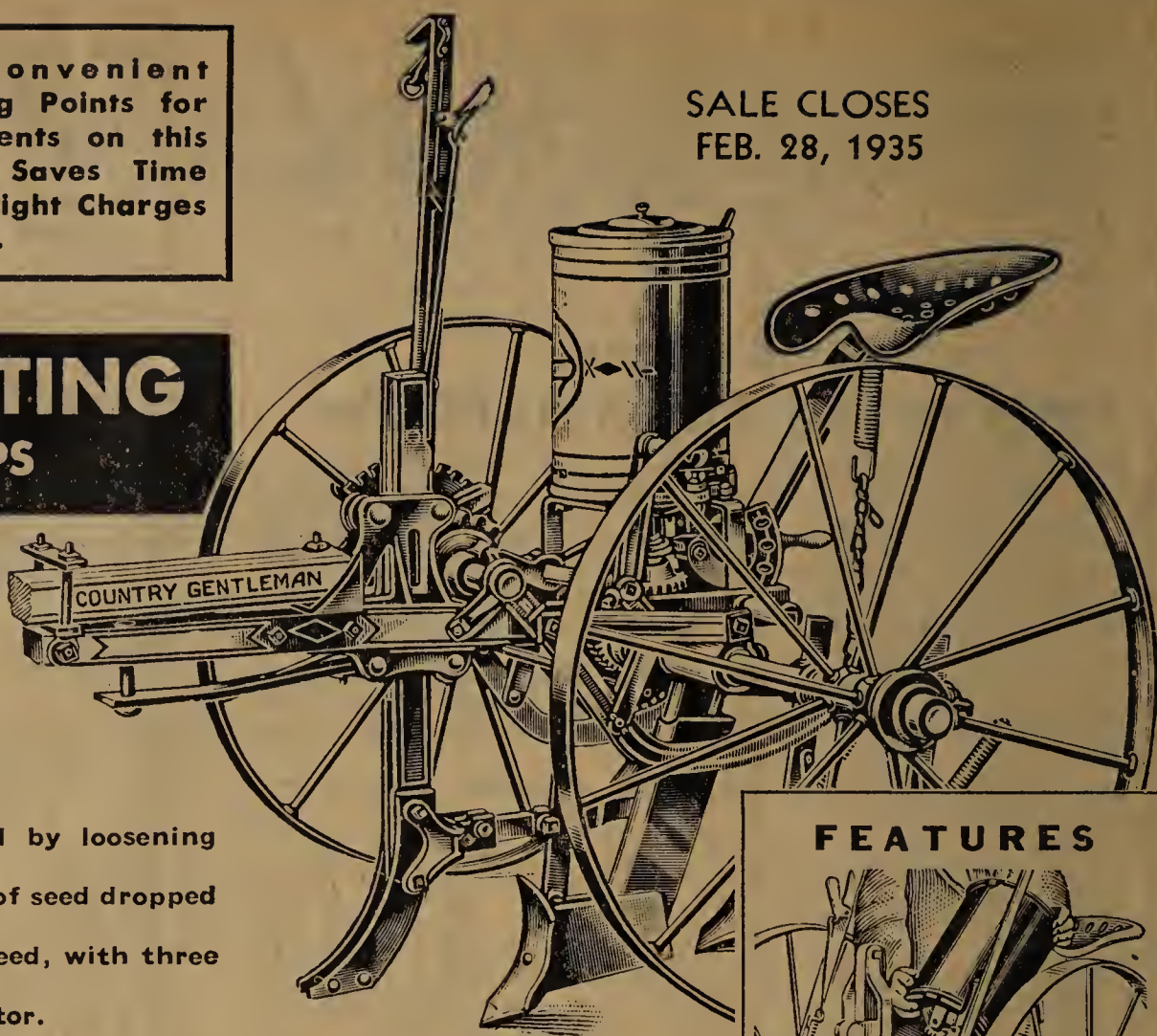
The need for chopping is reduced to a minimum because of the accurate drop. The seed mechanism throws into or out of gear with the lowering or raising of the bottom. Floating ejector wheel reduces breakage of seed to the minimum. Planter cannot clog to break plates or gear teeth. Complete with spring-trip shanks, doubletree and neckyoke, but without middle breaker or sweeps.

For easy terms, see page 43. Shipped from Dallas, Sweetwater or Houston.

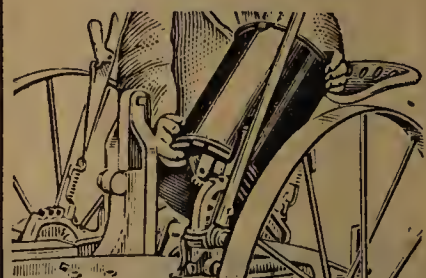
- 32 XM 3500—One-Row Country Gentleman Planter. Shpg. wt., 400 lbs. .... **\$37.85**  
32 XM 502—Two-Row Country Gentleman Planter with tractor hitch. Shpg. wt., 760 lbs. .... **\$74.75**  
32 XM 500—Two-Row Country Gentleman Planter with 4-horse hitch, pole and neckyoke. Shpg. wt., 819 lbs. .... **\$79.50**

#### Planting Distances for Plates Furnished with Planter

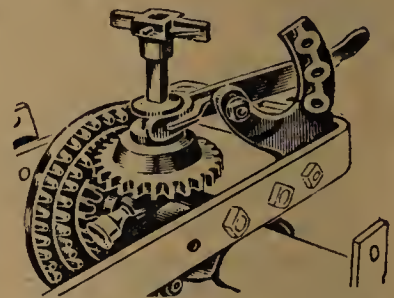
Speed Lever	4-Cell Corn Plate Will Drop	5-Cell Corn Plate Will Drop	Cotton Plate Will Drop	Kaffir and Maize Plate Will Drop
Low	35 inches	28 inches	3 inches	8 3/4 inches
Medium	23 inches	19 inches	1 3/4 inches	5 1/2 inches
High	18 inches	13 inches	1 1/4 inches	4 inches



#### FEATURES



**Large Capacity Hopper**  
easily removed by loosening two wing nuts.

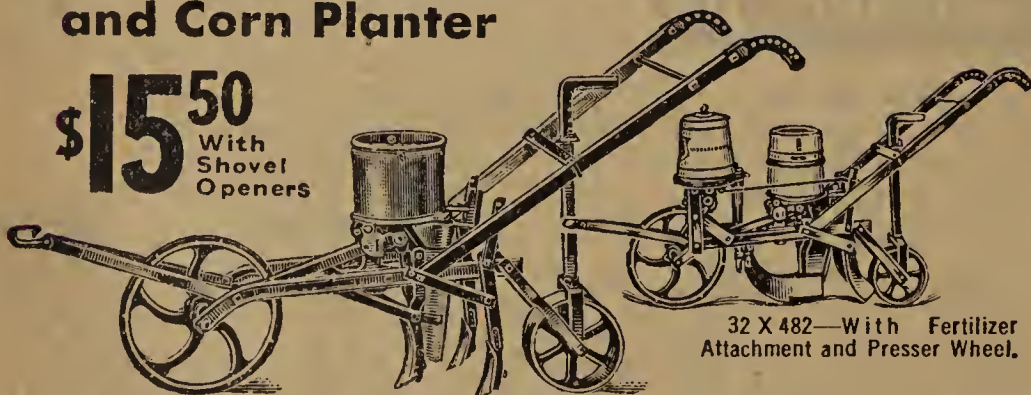


**Three-Speed Gear Shift**  
Varies quantity of seed dropped without stopping the planter.

## USE YOUR CREDIT—BUY FARM EQUIPMENT

### David Bradley One Horse Cotton and Corn Planter

**\$15<sup>50</sup>**  
With Shovel Openers



32 X 482—With Fertilizer Attachment and Presser Wheel.

Just the machine for the small planter, and at this Special Sale Price it is a bargain that can't be overlooked. It has a reliable and accurate force feed, and is ideal for planting cotton, corn, peas, beans, etc. Built strong for long service.

Furnished with four corn plates, one cotton disc, and one sorghum plate, also lug type wheel.

Extension seed box holds enough cotton seeds at one filling to drop a stand for about 2 miles. Fertilizer attachment and adjustable pressure wheel are extra; furnished for either style planter. Shipped from Dallas, Sweetwater or Houston. Send order to the one nearest you.

- 32 XM 487—With Shovel Openers, Less Presser Wheel and Fertilizer Attachment. Weight, 125 lbs. .... **\$15.50**  
32 XM 482—With Runner Openers, Less Presser Wheel and Fertilizer Attachment. Weight, 122 lbs. .... **\$15.95**  
32 X 488—Fertilizer Attachment. Weight, 40 lbs. .... **5.95**  
32 X 489—Adjustment Presser Wheel Attachments. Weight, 21 lbs. .... **2.50**

### 3-Piece Middle Breaker Bottom

For Country Gentleman or other riding planters.

32 X 6197A—12-inch Middle Breaker Bottom. Wt., 22 pounds **\$3.85**

32 X 6197B—12-inch Share. Weight, 14 pounds. .... **\$1.45**

32 X 6198A—14-inch Middle Breaker Bottom. Weight, 24 pounds. .... **\$4.10**

32 X 6198B—14-inch Share. Weight, 14 pounds. .... **1.65**

**\$3<sup>85</sup>**  
12-Inch



### One-Piece Middle Breaker Bottom

Popular "Lone Star" Pattern  
Will work on any planter.

32 X 3755—10-inch Bottom. Weight, 10 lbs. .... **\$1.30**

32 X 3757—12-inch Bottom. Weight, 13 pounds. .... **\$1.55**

32 X 3758—14-inch Bottom. Weight, 15 pounds. .... **\$1.90**

**\$1<sup>30</sup>**  
10-Inch



### Polished and Blued Planter Sweeps

Standard type planter sweep with lug. Will fit any make of planter.

32 X 3483—18-inch Planter Sweep. Weight, 9 pounds. .... **85c**

32 X 3484—20-inch Planter Sweep. Weight, 10 pounds. .... **\$0.90**

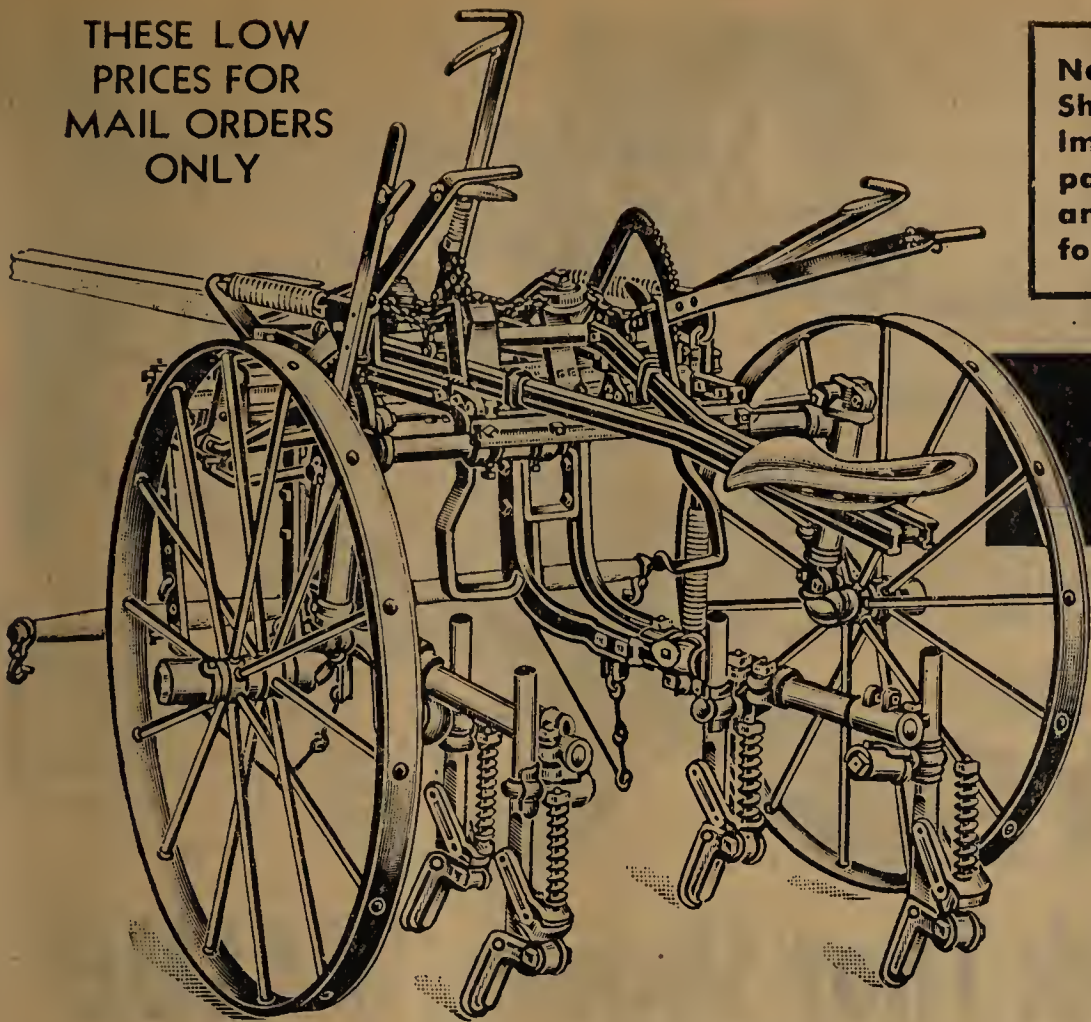
32 X 3487—22-inch Planter Sweep. Weight, 11 pounds. .... **1.10**

**85c**  
18-Inch





THESE LOW  
PRICES FOR  
MAIL ORDERS  
ONLY



Note Convenient  
Shipping Points for  
Implements on this  
page. Save Time  
and Freight Charges  
for You.

SEARS SALE PRICE  
**\$49<sup>95</sup>** CASH  
With  
6-Shovel  
Gangs

On Easy  
Payments **\$5 DOWN**

## DAVID BRADLEY PEDAL GUIDE CULTIVATORS AT SEARS LOW PRICES

- Quick, easy shifting; Heavy, adjustable steel shields.
- Gangs always remain parallel.
- Axle; easily adjusted for tread of 41 to 55 inches, suitable for 30 to 44-inch rows.
- Seat; adjustable both horizontal and vertical.

It's a pleasure to cultivate with the Bradley Pedal Guide! Just an easy push on the foot pedals and the gangs shift to right or left.

The all-steel frame is well-braced. The 5 lever controls are in easy reach of the driver. Wheels are 42 in. high with 2 1/2-in. flat tires. Can furnish concave tires instead, if desired.

Shipped complete with pole, neckyoke, doubletrees and fenders, but no shovels or sweeps. For shovels and sweeps see page 79.

Shipped from Dallas, Sweetwater or Houston. Send orders to the one nearest you.

SEE PAGE 43 FOR EASY PAYMENT TERMS

**32 XM 663**—Cultivator with 4-shovel rear spring trip pipe beam gangs, without shovels or sweeps. Weight, 516 lbs. **\$51.25**

**32 X 674**—Hobble or jockey arch for 32 XM 663. Makes gangs more rigid. Prevents spreading when using turn or moldboard shovels. Weight, 10 lbs. **\$1.35**

**32 X 663C**—Set Diamond Point Shovels for 4-shovel gangs. Weight, 15 lbs. Extra **\$2.25**

**32 XM 664**—Cultivator with 6-shovel rear spring trip gangs, without shovels or sweeps. Weight, 522 lbs. **\$49.95**

**32 X 664C**—Set Diamond Point Shovels for 6-shovel gangs. Weight, 14 lbs. Extra **\$2.50**

**32 XM 659**—Cultivator with 6-disc 14-in. disc gangs. Wt., 583 lbs. **\$55.90**

**32 XM 659B**—Extra pair 14-in. disc gangs. Weight, 198 lbs. **\$24.30**

## DAVID BRADLEY Walking Cultivator

**\$29<sup>85</sup>**



Our regular balanced-frame cultivator at a special reduced price! Complete with handles, pole, double-trees and neckyoke, but no shovels. Shipped from Dallas or Houston only. Shipping weight, 275 lbs.

**32 XM 3570**—David Bradley Walking Cultivator with four-shovel parallel spring-trip **\$29.85**

gangs as illustrated less shovels or sweeps. **2.25**

**32 X 3570C**—Set Diamond Point Shovels for above. Wt. 15 lbs. **2.25**

**32 XM 3576**—Extra Pair Spring Tooth Attachments to fit above cultivator. Weight, 52 lbs. **\$9.25**

on **EASY Payments** SEE PAGE 43

## DAVID BRADLEY GO-DEVIL Steel Lister Cultivators



SALE  
PRICE  
**\$19<sup>85</sup>**

- Steel runners, held in place by strong steel arches.
- Handy lever raises and lowers discs and shields.
- Individual angling lever for each gang beside seat.
- Hooded shield regular equipment; protects small plants.

The Bradley "Go-Devil" has become a prime favorite in the Southern corn and cotton fields. Bradley Quality throughout, and it is offered until Feb. 28th at a Special Low Price. Practically all steel, it is built to withstand the hardest wear. Inner discs are 10 inches in diameter; center discs are 11 inches, and outer discs 12 inches. They are made of the highest quality, heat-treated, polished steel. Width adjustment can be made by shifting gangs in or out on the arch.

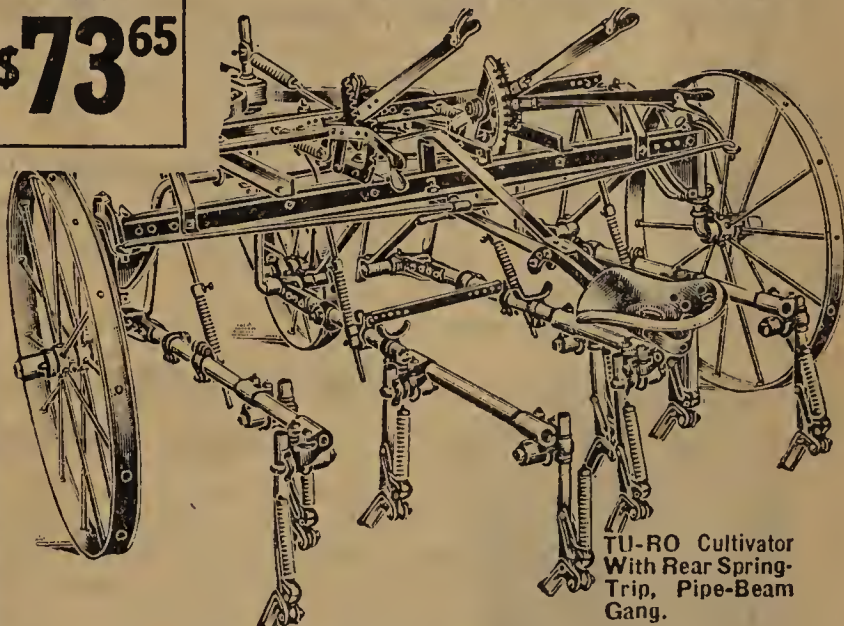
Shipped complete with steel side knives, 40 inches long, which are attached to the runners for cutting the middle.

Shipped from Dallas or Sweetwater only. Wt., 185 lbs. **\$19.85**

**32 XM 601** **\$19.85**

SALE  
PRICE  
**\$73<sup>65</sup>**

## DAVID BRADLEY TU-RO Cultivator



TU-RO Cultivator  
With Rear Spring-  
Trip, Pipe-Beam  
Gang.

- Steel Frame, strongly trussed.
- Parallel gangs; shovels cut full width.
- Positive lever control.
- Adjustable for 36 to 48-inch rows.
- 42-inch steel wheels, 3-inch concave tires.
- Convenient and easy gang control.

When there's lots of cultivating to be done, and there isn't much time to do it, then you need a Bradley Tu-Rol.

Think of it! One man cultivates as much with the Tu-Ro as two men with two ordinary cultivators. And any boy who drives a team can operate the Tu-Ro. 4-horse balanced hitch furnished regularly. High wheels mean lighter draft and better cultivation. Grease cups on axle bearings. These are special low Prices until February 28th only. Cultivate your next crop the Tu-Ro way. Save time! Save money!

Shipped complete with pole, tongue truck, 4-horse eveners, and shields, but less shovels or sweeps from Dallas or Sweetwater only. See page 43 for Easy Payment Terms.

Catalog No.	Style of Gangs	No. of Shovels	Wt., Lbs.	Price
<b>32 XM 3705</b>	Cultivator with Rear Spring Trip 1 Beam Gangs. . . .	12	845	\$73.65
<b>32 XM 3710</b>	Cultivator with Rear Spring Trip Pipe Beam Gangs. . .	8	838	\$1.50
<b>32 XM 3709</b>	Cultivator with 12-Disc Gangs. . .	994		\$9.00

**32 X 3705C**—Set of 12 Diamond Point Shovels, 3 1/2 x 9 inches. Weight, 28 pounds. **\$5.00**

**32 X 3710C**—Set of 8 Diamond Point Shovels, 5 x 10 1/2 inches. Weight, 30 pounds. **\$4.50**

**32 XM 3577**—Extra spring tooth attachments for use with 32 XM 3710 only. Weight, 120 pounds. Per set. **\$19.45**



FALL 1934 **\$38<sup>85</sup>**

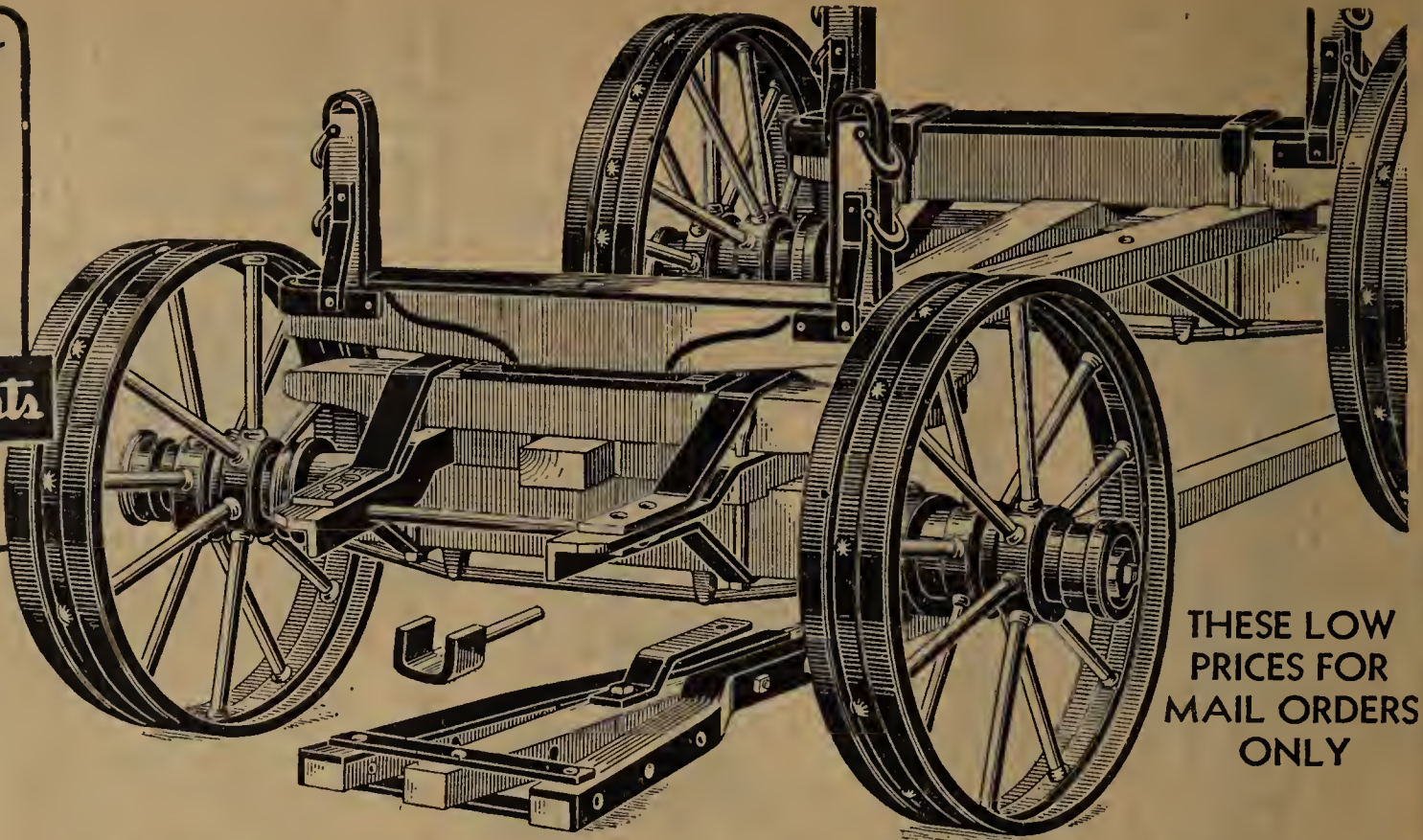
SEARS SALE PRICE

**\$35<sup>80</sup>** CASH And Up

Sold on Easy Payments

**\$4 DOWN**

Farm Trucks are Shipped from DALLAS, HOUSTON or SWEETWATER. Order direct from city nearest you.



THESE LOW PRICES FOR MAIL ORDERS ONLY

# A First-Quality Truck That Shouts "VALUE"

- Gears, thoroughly seasoned hardwood. Heavy angle-steel hound. 9½-ft. reach.
- Axles, heavy select hardwood, 3½ by 4½ inches, dressed down about ⅛ inch; strongly trussed. Truss rod under axle for additional strength.
- Standard cast Skeins, ¾ by 10 inches.
- Bolsters, select hardwood, well-ironed.
- Steel wheels; full-forged with 4 by ¾-inch "Deep Gruv" steel tires. Wood wheels; best-quality hardwood, with 3 by ¾-inch steel tires.

Low Price alone doesn't spell "Value," but the combination of high quality and low price surely does! Every part is full-sized, made of the best materials, rigidly braced and trussed where strength counts. A stronger truck than many offered at 5000 to 5500 lb. capacity rating.

This truck "takes the knocks" on your hauling jobs. It's a "Value buy" if there ever was one! Guaranteed to carry ANY Farm Load. You can get it during this special sale on Easy Payment Terms if you like; see page 43. **BUY NOW!**

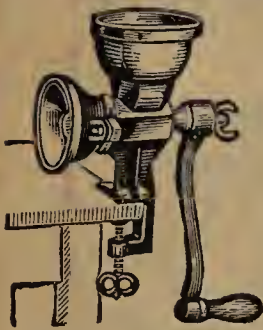
Track: Narrow, 56-in. tread, 38 in. between bolster stakes; wide, 60-in. tread, 42 in. between stakes.

## Steel Wheel Truck

Cat. No.	Size Wheels		Wt., Lbs.	56-Inch Tread	60-Inch Tread
	Front	Rear			
32 XM 8635	24 in.	28 in.	525	\$35.80	\$35.90
32 XM 8636	28 in.	32 in.	550	37.25	37.35
32 XM 8637	32 in.	36 in.	570	39.85	39.95

## Wood Wheel Truck

32 XM 8638	36 in.	40 in.	710	\$51.45	\$51.55
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## LA ESTRELLA Mexican Tortilla Grinding Mill

A sturdy mill for grinding boiled corn or nixtamel used in making tortillas. Grinds grain, coffee, peanuts, meat, bananas, etc., coarse or fine, wet or dry. Cap., 100 to 125 pounds per hour. Wt., 13 lbs.

32 X 6130—Each.....**\$2.95**

## Home Use Flour Mill

A hand mill for general home use. 4-inch cone burrs. Also grinds small grain coarse or fine, wet or dry for poultry feed, etc. Cap., 2 to 3 lbs. in 5 min., depending on fineness. Removable hopper. Wt., 9 lbs.

32 X 1649—Each.....**\$2.29**



## Strap-Back Singletree

Painted red, ⅝-in. wrought steel drop hooks. 2⅝x28-in. wood. ¾-in. flat strap. Wt., 4 lbs.

32 X 8460—Each. **30c**



## Ironed Neckyoke

Selected hickory, varnished; heavy ring and ferrules. 40 in. long, 2⅝-in. center diam. 17-inch center plate. Weight, 10 lbs.

32 X 8358.....**\$1.05**

## Galvanized Diamond Mesh Netting

Take advantage of this Sale and order your season's supply of galvanized netting now. If you need netting you cannot afford to overlook this bargain.

For poultry yards, tennis courts, gardens, stucco work, etc., the 2-inch mesh is generally used. The 1-inch mesh is desirable for use at the bottom of fences to keep small chicks in and to exclude pests. Galvanized before weaving.

Shipped from Dallas or Houston, Texas. Send orders to city nearest you.

### 32 XM 6060

2-Inch Mesh—No. 20-Gauge Wire

Height	Weight 150-Ft. Roll	Price 150-Ft. Roll
12 inches	10 pounds	\$0.76
18 inches	14 pounds	1.07
24 inches	17 pounds	1.35
30 inches	21 pounds	1.62
36 inches	24 pounds	1.85
48 inches	31 pounds	2.46
60 inches	37 pounds	3.06
72 inches	44 pounds	3.67

### 32 XM 5454

1-Inch Mesh—No. 20-Gauge Wire

Height	Weight 150-Ft. Roll	Price 150-Ft. Roll
12 inches	16 pounds	\$1.64
18 inches	23 pounds	2.37
24 inches	29 pounds	3.02
36 inches	42 pounds	4.13
48 inches	56 pounds	5.49



SEARS SALE PRICE

**76c** And Up

Per 150-Ft. Roll



**\$2<sup>95</sup>** And Up

## WEARWELL Steel Wheels

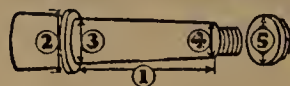
With "Deep Gruv" Tires

You can make your old wagon serviceable again with new wheels. During this sale the famous Wear-wells with "Deep-Gruv" tires are offered at a special low price.

The heavy ⅞x⅞-inch oval hot-forged spokes can't come loose, and the extra thick tire has a "Deep-Gruv" center to protect spoke heads. Hubs are best quality cast steel with wide bearing surface and large grease capacity.

Made to order to fit any tapered skein 2½x8 to 3½x11 inches or any straight axle 2x8 to 3x11 inches. Read "How to Measure," shown below. Allow 5 to 7 days for shipment from factory near Peoria, Ill.

Height Inches	32 XM 8310 3x⅝-Inch Tire		32 XM 8311 4x⅝-Inch Tire	
	Wt., Lbs.	Each Wheel	Wt., Lbs.	Each Wheel
24	53	\$2.95	61	\$3.45
26	55	3.39	65	3.75
28	57	3.70	68	3.95
30	61	3.89	71	4.45
32	68	4.25	78	4.90
34	71	4.40	81	5.10
36	75	4.85	89	5.50
38	79	5.00	92	5.75



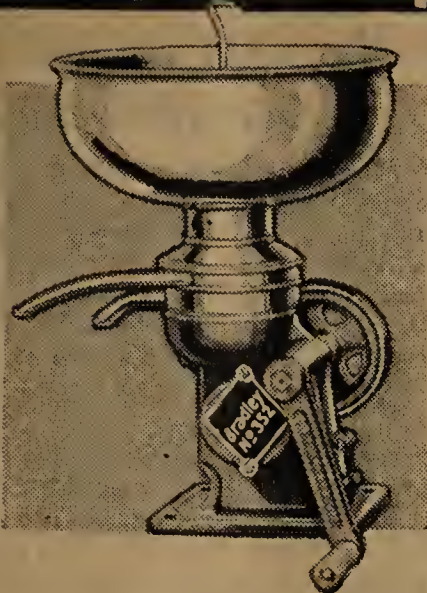
## How To Measure Wagon Skeins

Use calipers or cut square notch in edge of piece of cardboard to fit over each skein dimension. Give exact sizes; we allow for play. Measure each skein separately from side to side (horizontally), not from top to bottom, where most wear occurs. (1) Length, spindle; (2) Diameter, collar next to spindle; (3) Largest diameter, spindle; (4) Smallest diameter, spindle; (5) Largest diameter, nut. If skein differs from illustration, send for special order blank.



# LOWEST PRICES Ever Offered on **BRADLEY Economy King CREAM SEPARATORS**

WAS ~~\$21.85~~  
Now **\$17.75**



- Free-Floating Bowl . . . Ball Bearings . . . 200-lb. capacity.
- Skim-Milk Regulating Screw . . .
- Beadless Seamless Tinware.
- Bolts to any Table or Bench.
- Guaranteed to Skim as close as any Large Separator.

## Economy King, Jr.

The lowest price ever offered on this separator. Look at our guarantee . . . and the price!

The superb performance of this great little separator meets the demand for a ball-bearing table model with all the close-skimming advantages of a larger machine. Shpg. wt., 46 lbs.

**23 X 352—200-Lb. Table Model.**  
Sale Price . . . . . **\$17.75**

## 400-Pound Ball-Bearing Separator

—Gears, shafting, four ball bearings, bowl and all working parts are built to the same standards as those of our regular Bradley ECONOMY KING separators.

—Bolts to any table or bench as illustrated. Shipping case specially built to provide suitable bench for machine in use. Large, heavy combination drip shelf and base.

Nothing like it in performance or price! Full ball-bearing equipped . . . 400-pound capacity per hour and more. For close skimming, easy turning and quick cleaning it is equalled only by our floor model machines. A full-sized separator in every sense of the word.

You'll be proud of this machine. It will easily pay for itself in a year—just with the butter fat it saves. For easy terms, see page 43. Shpg. wt., 125 lbs.

**23 XM 364—400-lb. Bench Model.**  
Sale Price . . . . . **\$32.65**



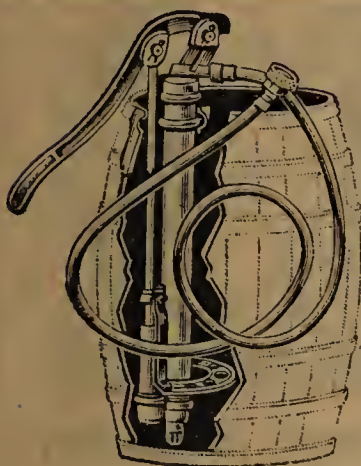
Sears Sale Price **\$32.65** CASH

Sold on Easy Payments

**\$4 DOWN**

WAS ~~\$44.45~~

These Low Prices for Mail Orders Only



## Barrel Spray Pump

**\$5.75**

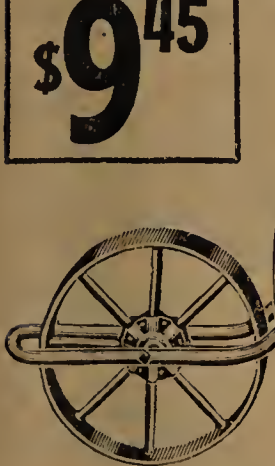
- Develops 150 Lbs. Pressure
- 1 3/8-in. seamless brass pump cylinder.
- All working parts brass or bronze.
- 1 1/2-in. by 29 in. steel air chamber.
- Full-cupped plunger leathers.
- Dasher type agitator, adjustable.

Adjustable bracket for attaching within a tub or any height barrel. Strainer is easily removed for cleaning. Barrel not included.

**32 X 2629—Pump Complete with 8 feet of 3/8-inch hose and nozzle.**  
Shpg. wt., 34 lbs. . . . . **\$5.75**

**32 X 2628—Pump only without hose or nozzle.** Shpg. wt., 30 lbs. . . . . **\$4.95**

## Wheelbarrow Sprayer



- GALVANIZED Tank, 12-gal. capacity, heavy galvanized steel, riveted and reinforced.
- Heavy Seamless Brass Pump Cylinder.
- Steel Air Chamber 1 1/2 x 26 in. long. Gives CONTINUOUS SPRAY. Dash Agitator.

• Wheel is 16 in. in diameter, 1 1/2-inch rim.  
Shipping weight, 38 lbs.

**32 XM 2606—12-gal. size sprayer.** 8 ft. 3/8-in. hose, nozzle. . . . . **\$9.45**



Sears Sale Price

**\$2.85**

## You Can Make a Trailer for Less with This Hitch

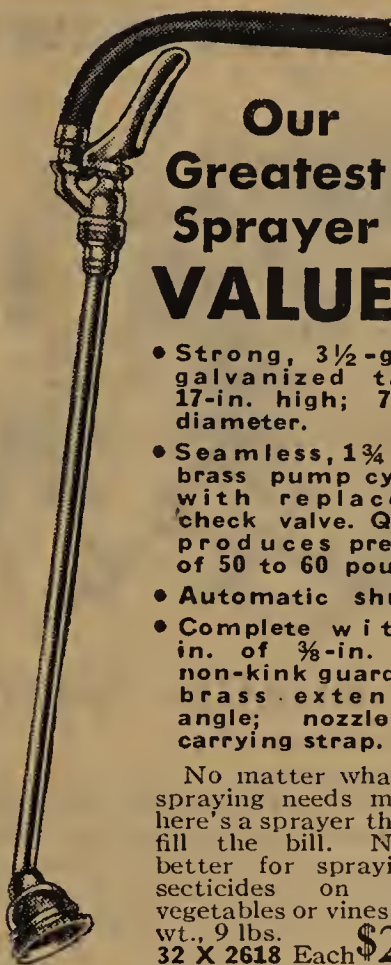
- "Fifth wheel" principle.
- Principal bolts are steel.
- Drawbar, 1x2x16-inch steel channel, 4 feet long.
- Clamps securely to tie rod. Follows front wheels of pulling car—no zigzagging, swaying, or cutting corners.

A thoroughly dependable trailer hitch at a very low price. Puts your

old Model "T" or Chevrolet back in "circulation" as a high speed farm truck or trailer.

**32 X 8489—For Model "T" and Chevrolet only.**  
Shpg. wt., 15 lbs. . . . . **\$2.85**

**32 X 8488—Housing Plate and Radius Rod Supports.** (For Model "T" when pan is removed.)  
Shpg. wt., 11 lbs. . . . . **\$1.35**



## Our Greatest Sprayer VALUE

Sears Sale Price **\$2.75**

- Strong, 3 1/2-gallon galvanized tank—17-in. high; 7 1/2 in. diameter.
- Seamless, 1 3/4-inch brass pump cylinder with replaceable check valve. Quickly produces pressures of 50 to 60 pounds.
- Automatic shut off.
- Complete with 20 in. of 3/8-in. hose; non-kink guard; 2 ft. brass extension; angle; nozzle and carrying strap.

No matter what your spraying needs may be, here's a sprayer that will fill the bill. Nothing better for spraying insecticides on garden vegetables or vines. Shpg. wt., 9 lbs.  
**32 X 2618 Each \$2.75**

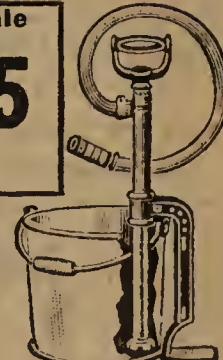


## Bucket Spray Pump

- Pumps on up and down strokes. Continuous pressure.
- Develops 150 lbs. pressure.
- Brass cylinder and working parts.
- Height overall, 25 inches.

Serves practically any spraying need. Gives continuous even spray. Can easily be operated with one hand while the other directs the spray. Bucket not included. Shpg. wt., 4 lbs.

**32 X 2600**  
Each . . . . . **\$1.75**



Sears Sale Price

**\$1.75**

## Morton's Smoke Salt

This high grade meat salt is saturated with the flavoring and preserving qualities of wood smoke and is blended with a delicious sugar cure. Free from shrinkage and with the rich juices saved, your meat will have a delicious, distinctive flavor. Shipped with complete instructions. Shipping weight, 12 lbs.

**43 X 650—Curing Salt.**  
10-lb. can. . . . . **78c**





Fall 1934  
~~\$24.45~~  
**\$18<sup>95</sup>**  
 260-Egg Size

Also Sold on **TERMS**  
 With \$20 Order  
 See Page 43



**Look at These Features**

- Case, California redwood, metal lined.
- Insulated with thick fiber board.
- Top protected by steel angles; corners by extension of steel legs.
- Metal trays with nursery space underneath. Positive egg-turning device.
- Jacketed heater and automatic thermostat conserve heat and maintain even temperature; no hot or cold spots.
- Burns kerosene. Hot water heating tank.
- Listed as Standard by Underwriters' Laboratories.



Illustration above shows 780 and 1040 - egg style Super Hatcher.

## SUPER-HATCHER

### PRICES CUT ALMOST 25% FOR THIS SALE

The Sears Super Hatcher has everything! Fine appearance—big value—and it's a "hatching wonder"! Ever since Sears put this great incubator on the market it has been a prime favorite with Southern poultry raisers, because its price is low and its chick production big. Now that the price is still lower for this sale, you can't afford to be without a Super Hatcher.

Correct heat control, thick fiber board insulation, accurate and efficient egg turning—all play their part in making Super Hatcher famous. *Shipped from Dallas or Houston.* Order from nearer city.

Catalog Number	Cap. Eggs	Ht. In.	Lgth. In.	No. of Trays	Wt. Lbs.	Price
32 XM 2960	130	32½	41	1	80	\$14.95
32 XM 2961	260	32½	51	2	116	18.95
32 XM 2962	390	32½	67	3	158	25.50
32 XM 2963	520	32½	68	4	190	32.50

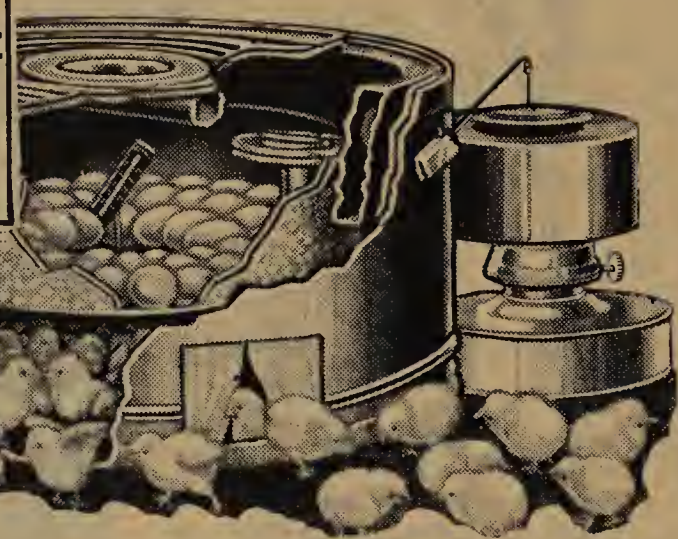
The 780-egg size consists of two 390-egg incubators double-decked; the 1040-egg size consists of two 520-egg incubators double-decked. Either deck can be used separately.

32 XM 2964	780	48	67	6	325	\$51.00
32 XM 2965	1040	48	68	8	385	66.00

## In All Sears History No Prices Like These

**SIMPLEX INCUBATOR and STARTING BROODER**

Spring 1934  
~~\$10.75~~  
**SALE PRICE**  
**\$8<sup>95</sup>**  
 100-EGG SIZE



### SALE PRICE SAVES ALMOST \$2.00

- Hatched chicks drop into nursery space below.
- All-metal construction, except insulation.
- Copper hot-water radiator entirely surrounds egg chamber, assuring uniform temperature; no cold corners or side walls.

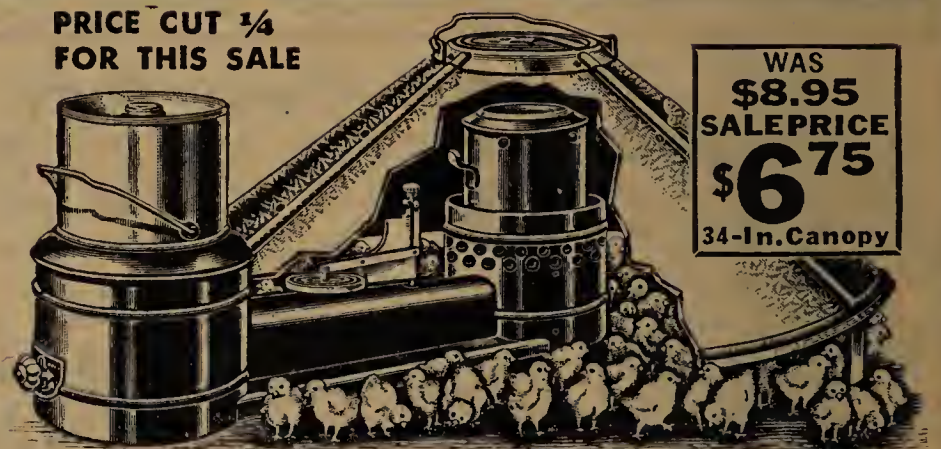
The Simplex has a reputation as an excellent hatcher. The radiator is big; maintains steady temperature day and night under all ordinary conditions. Eggs are shielded against contact with direct heat by a ring of insulation which has an air space between it and the heated tank. Top insulated by thick fiber board.

Glass window permits inspection of thermometer without removing top. Reliable thermostatic regulator holds temperature at required point.

100-egg machine, 25 in. diam.; 150-egg machine, 29 in. diam.; both 10 in. high. Also fine for hatching turkey, duck, pheasant, quail, or any game-bird eggs. Kerosene lamp with burner, thermometer and instructions included. Shipped from Dallas or Houston. Order from nearer city.

32 XM 2988	100-egg capacity.	Shpg. weight, 48 lbs.	\$8.95
32 XM 2989	150-egg capacity.	Shpg. weight, 56 lbs.	\$10.95

**PRICE CUT ¼ FOR THIS SALE**



WAS  
~~\$8.95~~  
**SALE PRICE**  
**\$6<sup>75</sup>**  
 34-In. Canopy

### RADIO Oil-Burning Canopy Brooder

Wickless type burner... Thermostatic needle valve control... Self-centering, smokeless chimney, porcelain enameled... Heavy, one-gallon fuel tank with gauge on top... Burner, with positive eccentric hand wheel adjustment... Flexible, seamless brass oil pipe, with brass connections... Burner bowl, combustion tubes, and other burning parts are zinc plated to prevent corrosion... Housing is heavy gauge steel with hard enamel finish... Canopy is galvanized steel, with adjustable top damper.

Burns kerosene with a hot blue flame. No soot, smoke or odor. Just light the burner, set the automatic regulator and thereafter the thermostat safeguards your chicks. Oil flow quickly increased or diminished with every change of temperature. Tests prove our thermostatic needle valve saves 25% to 50% on fuel. Shipped from Dallas or Houston. Order from nearer city.

32 XM 2900	Diam. canopy 34-inch; 4-inch burner.	For 200 to 300 day-old chicks. Wt., 37 lbs.	\$6.75
32 XM 2901	Diam. canopy 42-inch; 4-inch burner.	For 300 to 500 day-old chicks. Wt., 42 lbs.	\$7.50
32 XM 2902	Diam. canopy 52-inch; 5-inch burner.	For 500 to 1000 day-old chicks. Weight, 48 lbs.	\$8.75

### Extra Lighting Rings

Burner uses a woven asbestos lighting ring with wire insertion which requires replacing only few times a season. One ring furnished with brooder. Order an extra package with brooder and have them when needed.

32 X 2898	Package of 6 extra lighting rings for 4-inch burner. Weight, 6 oz.	45c
32 X 2899	Package of 6 extra lighting rings for 5-inch burner. Weight, 8 oz.	55c

## Little Brown Hen INCUBATOR

**PRICE CUT 25%**

**\$4<sup>25</sup>**



- 50-Egg Capacity.
- 15 in. high, 18 in. diam.
- Felt lined nest.
- Insulated double wall and top.
- High quality brass burner.
- Accurate thermostat regulator.

Durable all metal; will easily maintain even hatching temperature under any ordinary conditions. Hot air heated, burns kerosene. Easy and safe to operate. Complete with high grade tested thermometer, moisture pan and simple instructions. Brown enamel finish. Shipped from Dallas or Houston.

32 X 3011—Wt., 14 lbs. ... **\$4.25**

### BABY CHICKS... Pure Strains... Hardy Stock

Buy Baby Chicks from Sears with the same assurance that you have bought practically everything else for the home and farm!

We specialize in quality stock—the kind that will make most profit for you. Write for our Special Baby Chick Price List DSBCX.



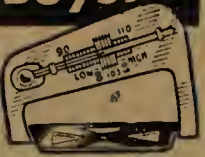


## Don't MISS These Buys!

### Incubator Thermometer

White porcelain enameled. Magnifying tube. Hatching zone indicated on scale. Mercury column. Tested and guaranteed. Shipping weight, 8 ounces.

32 X 3013—With stand as illustrated... **45c**  
32 X 3012—Without stand..... **36c**



### Brooder Thermometer

—Metal back—yellow enameled with black scale.

—Length, 4½ inches; width, 1 inch.

Magnifying tube, red column. Can be suspended or fastened to block. Suitable for use with any type brooder.

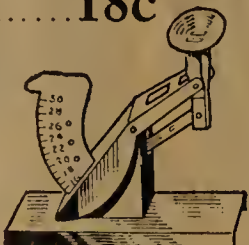
Shipping weight, 8 ounces.  
32 X 3019—Each..... **18c**



### Automatic Egg Grader

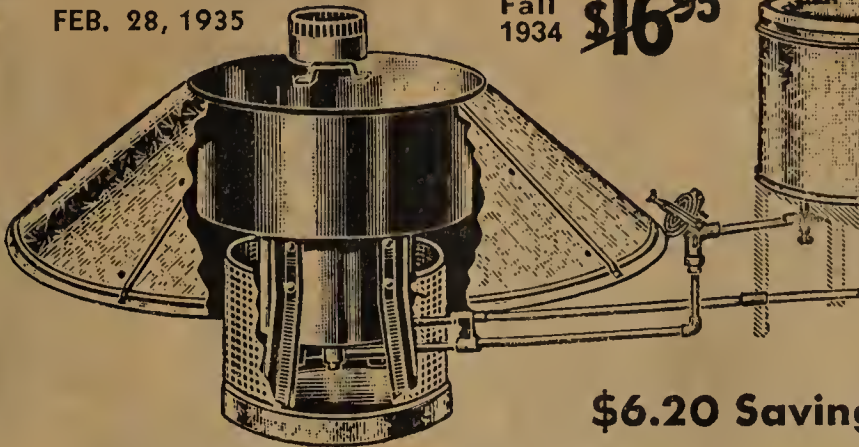
Automatic—quick acting. Weighs in ounces per dozen eggs. No springs. Steel, lacquer finish. Strong and durable. Shpg. wt., 1 lb. 6 oz.

32 X 3313..... **98c**



SALE CLOSES  
FEB. 28, 1935

Fall 1934 **\$16.95**



SALE PRICE  
**\$10.75**  
COMPLETE

Also Sold on TERMS

With \$20 Order  
See Page 43

**\$6.20 Savings for This Sale**

### Improved DISTILLATE TYPE, OIL-BURNING BROODER

Burns kerosene, distillate or furnace oil... Heater drum—18 inches diameter. Height, 21 inches... Round, cone-shaped galvanized canopy, 42 in. diam... Automatic sight feed valve; thermostatic fuel control... Deflector top—circulates fresh air under canopy... Galvanized fuel tank—8 gallons cap. No stand furnished, use a box or build a simple stand.

Here's what you have been looking for—a trouble-free, oil-burning brooder. The new Sears quick-removable clean-out burner will burn continuously for two weeks or more without becoming clogged with carbon, and without noticeable lessening of heat output. Saves fuel, time and labor. To clean, just lift out the burner, dislodge what little carbon has been

formed, dump it out and replace the burner. It's done in a jiffy before the stove has had time to cool or your chicks to become chilled.

Uses 5-inch stove pipe (Not included). Shpg. weight, 68 pounds.

32 XM 2920 Heater with canopy..... **\$10.75**

# POULTRYMEN... This Quality Has Always Cost More!

Prices for Mail  
Orders Only

### Large Capacity Feeders

**70c**

—Heavy galvanized steel.  
—Both sizes  
8½ in. wide,  
7 in. high.

Popular feeder for chicks and young growing stock. Easy to fill and clean. Chickens cannot roost on top or sides. Guard prevents waste of feed.

32 X 3159—21 inches long, 16 openings on each side. Holds 10 quarts. Shipping weight, 5 pounds..... **70c**  
32 X 3163—35 inches long, 27 openings on each side. Holds 17 quarts. Shipping weight, 8 pounds..... **\$1.25**

### Baby Chick Feeders



Galvanized. Sliding top. No seams, rivets or solder. Smooth feeding holes.

32 X 3155—About 10 in. long, 10 holes. Shpg. wt., 1 lb. Each..... **9c**

32 X 3156—About 19 in. long, 20 holes. Shpg. weight, 1 lb. 8 oz. Each..... **15c**

### Mason Jar Fountains



For chicks or fowls. Jar not included. Diam., 5½ in.

32 X 3133

Heavy pressed glass. Not affected by milk or acids. Shpg. wt., of three, 3 lbs. 6 for... **60c**  
3 for... **33c**

32 X 3132—Galvanized steel. Shpg. wt., of three, 1 lb. 12 oz. 3 for... **18c**



### Low Priced Poultry Waterer

**38c**

1-GAL.

Inexpensive, but good. A very popular style; strongly made. Pan is crimped to provide a close fit and easy drinking. The top is flat for easy filling and cleaning. All galvanized.

32 X 3217—1-gallon. Weight, 2 lbs. **38c**  
32 X 3218—2-gallon. Weight, 3 lbs. **53c**  
32 X 3219—3-gallon. Weight, 4 lbs. **68c**



**\$32.50**  
8-Ft. Mill

Plain Bearing

Sold on Easy Payments

**\$4 DOWN**

For Sears  
Easy Payment  
Terms see  
Page 43.

For complete information on Sears Champion Plain and Roller-Bearing Mills and Steel Towers, write for Special Champion folder, D7198X.



—Double gears and pinions.  
—Coil spring governor.  
—Heavy cast main frame.  
—Extra heavy wheel shaft.  
—Ball bearing turn table.

## GARDEN CULTIVATORS

### Combination Seeder and Cultivator

**\$13.75**  
Complete

● Malleable iron frame—high arch. 16-inch wheels. 1½ inches wide.

● Cultivating tools high carbon steel, oil-tempered, sharpened.

● Rotary seeder brush insures even flow, no cracked seed. 2-quart hopper.

A high quality, efficient tool. Plants practically any garden seed. The combination outfit can be used either as a hill or drill seeder, or single or double wheel cultivator. Seeder plants in a continuous drill or in hills 6, 8, 12 or 24 inches apart. Cultivator attachments include 2 hoes, 2 plows, 4 weeder teeth, 2 leaf guards and wrench.

32 X 6149—Combination Hill and Drill Seeder, Single and Double Wheel Cultivator. Wt., 53 lbs..... **\$13.75**

32 X 6150—Hill and Drill Seeder only. Wt., 39 lbs..... **\$9.25**



### Light-Weight Garden Cultivator

—Wheel 18 in. diam.; 1½ in. wide.

A light-weight, sturdily constructed easy running cultivator. Hardwood handles, adjustable for height. A handy tool for the small garden, and for women gardeners. Eliminates drudgery of hand hoeing and weeding.

32 X 6207—Wt., 20 lbs. **\$2.80**

## Harness the Wind with a Champion

The wind is one of Nature's best and cheapest servants—harness it with a Sears Champion! The plain bearing Champion has extra large bearings, constantly bathed in oil. Roller bearing models are equipped with heavy-duty Timken tapered bearings on main shaft and pinion shaft. Wheel and vane made of heavy-gauge galvanized steel. Oil-tight gear case serves as oil reservoir; requires filling only once a year. (Oil furnished with mill.) Gears, pinions and wrist pins run in oil bath. Positive action oil pump supplies oil to cross head and to wind-wheel shaft bearings. Gears enclosed in dust and water-proof galvanized steel helmet.

Sears Windmills and Towers are easy to erect. We supply clear and complete illustrated instructions for erecting. Shipped from Dallas, Houston or Sweetwater, Texas. Send orders to city nearest you. Price of windmill does not include tower or pump pole.

### Plain Bearing Mills

Size, Wheel	Catalog Number	Wt., Lbs.	Price
6 feet	32 XM 4070	275	\$27.25
8 feet	32 XM 4072	340	32.50
9 feet	32 XM 4074	380	38.50
10 feet	32 XM 4077	525	51.00

### Roller Bearing Mills

Catalog Number	Wt., Lbs.	Price
32 XM 4073	450	\$44.50
32 XM 4074	475	49.75
32 XM 4078	625	64.50

Windmill prices do not include pump pole. Order separately.  
32 XM 4067—Wood Pump Pole. Wt. per ft., 1 lb. Per foot. **5c**

### 4-Post Galvanized Steel Windmill Towers

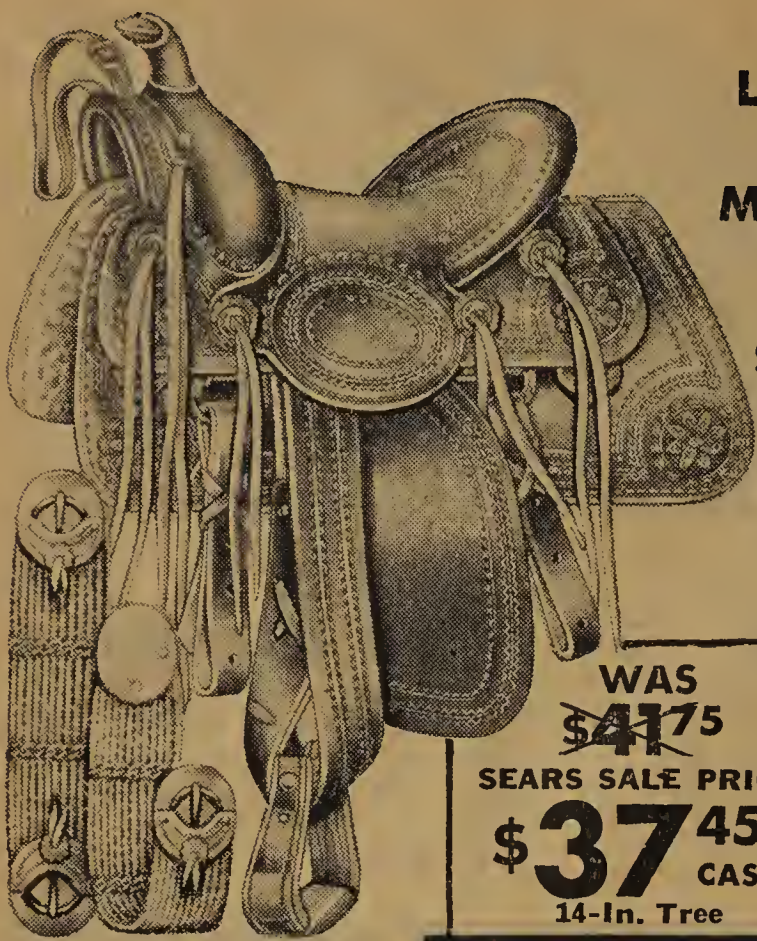
Built especially for Sears Champion Mills. Double-girted type, with 4 posts of 2x2x½-inch steel angles. Heavy angle steel girts and galvanized twisted cable braces every 6 feet.

Cat. No.	Ht., Tower	Weight	Price
32 XM 4080	24 feet	380 pounds	\$27.00
32 XM 4081	30 feet	475 pounds	34.00
32 XM 4082	36 feet	570 pounds	42.00

SALE ENDS FEB. 28, 1935

SEARS C 85





These  
Low Prices  
for  
Mail Orders  
Only

Sale Closes  
Feb. 28,  
1935

WAS  
~~\$41.75~~  
SEARS SALE PRICE  
**\$37.45**  
CASH  
14-In. Tree

## LONE STAR

A Great Texas Favorite  
More Value Than Ever

Sold on Easy Payments

**\$4 DOWN**

- **LEATHER**—Made throughout of selected russet saddle leather.
- **TREE**—14-inch, Beef hide covered, Famous "White River" Pattern: 14-inch bulge. Leather covered steel horn with steel fork.
- **SEAT**—Seat, jockey and leather-bound cantle in one piece.
- **SKIRTS**—Sheepskin wool lined, 14x27 inches, extra wear guards. Beaded border rosettes, hand tooled corners, nickel rings, dees, and ornaments. Full hand laced throughout. No rivets used. Solid front with coat straps.
- **FENDERS**—Extra heavy; 8½x18 inches.
- **STIRRUP STRAPS**—Heavy 3-inch x 5½ feet with extra liner at stirrup.
- **STIRRUPS**—2-in. metal bound; leather-covered bottom and bolt.
- **TIE STRAPS**—1½-inch to cinch, off buckle straps, 1¾ inches.
- **CINCHAS**—12 and 15-strand California Angora. Leather safes.

### A Full-Sized Roping Saddle

Hundreds of Texas riders have chosen the Lone Star because its comfort, style, strength and workmanship is rarely approached by many much higher priced saddles. We're proud of the Lone Star—proud to be able to offer such an outstanding saddle at such remarkable sale prices. Shpg. wt., 40 lbs. For easy terms see page 43.

10 X 1384—Sale Price.....**\$37.45**  
Same saddle in every way, except built on a 15-inch tree.  
Shipping weight, 43 lbs.

10 X 1394—Sale Price.....**\$39.45**



Sheepskin  
Wool Lined  
Skirts

Sears  
SALE PRICE  
**\$15.95**  
CASH

Sold on Easy Payments

With \$20 Order  
See Page 43

### OUR DANDY Saddle

- LEATHER**—Russet.
- TREE**—14-inch; about 10-inch bulge; leather covered steel horn and steel fork.
- SEAT**—Full seat, jockey and cantle in one piece.
- SKIRTS**—11 x 20½ inches in size; genuine sheepskin wool lined.

—**STIRRUP STRAPS**—1½-in. wide; buckles for adjustment. Fenders, about 6½x13½ in. Wood stirrups, leather bottoms. Cinch straps, 1 in. latigo leather.

—**GIRTH**—Double, 14 Strand hair.

One of the greatest saddle bargains ever offered. Shpg. wt., 21 lbs.

**86 C SEARS, ROEBUCK AND CO.**

10 X 1434  
Sale Price.....**\$15.95**



WAS  
~~\$53.75~~  
SEARS SALE PRICE  
**\$47.95**  
CASH

## TEXAS ACE

With Hand-Tooled Floral  
Design . . . New Low Price

Sold on Easy Payments

**\$5 DOWN**

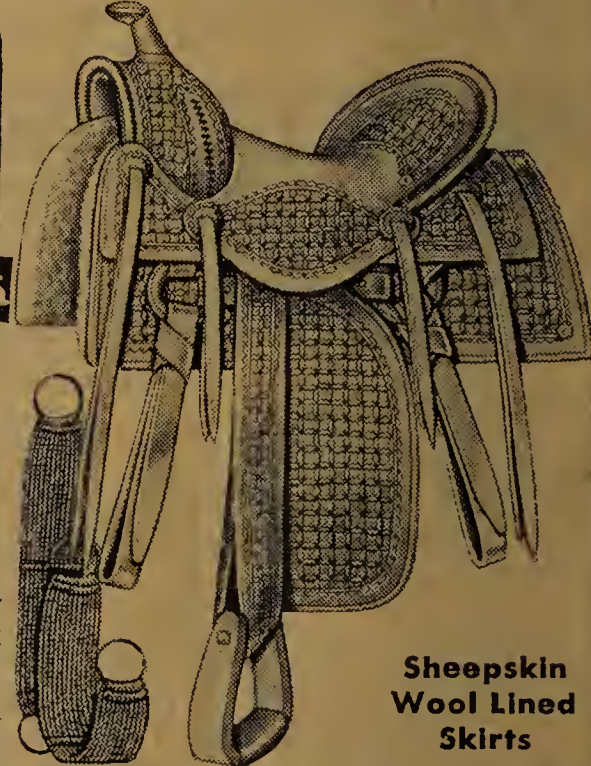
- **LEATHER**—Made throughout of selected, heavy russet saddle leather.
- **TREE**—15-inch beef hide covered, famous "White River" style; steel fork and steel horn, leather covered; 14-inch bulge.
- **SEAT**—Seat, jockey and bound cantle all in one piece; low cantle.
- **SKIRTS**—Extra-heavy 14x27½ inches; wool sheepskin lining.
- **STIRRUP STRAPS**—Extra-heavy and 3 inches wide; extra liner at stirrups; fenders 8½x18 inches; stirrups metal bound with leather covered bottoms and bolt.
- **TIE-STRAPS**—1½-inch to cinch, off buckle straps, 1¾-inch; with coat straps.
- **CINCHAS**—12 and 15-strand, California Angora, with leather safes under rings.
- **NOTE THESE FEATURES**:—All rings, dees and conchas are nicked on brass (not on iron). Design on all parts is HAND TOOLED!

### Built for Heavy Roping

First time at a Sale Price! All over Texas, veteran riders pronounce the TEXAS ACE one of the best built and most beautiful saddles they've ever seen and you will, too! With its great beauty goes strength and built-in riding comfort that stamp it as a leader among fine saddles.

Its fine-grained russet saddle leather skirts, fenders, cantle straps, jockey and bulge, have been expertly hand tooled by skilled artisans. For easy terms, see page 43. Shipping weight, 43 lbs.

10 X 1396—TEXAS ACE Saddle. Sale Price.....**\$47.95**



Sheepskin  
Wool Lined  
Skirts

Sears  
SALE PRICE  
**\$23.45**  
CASH

Sold on Easy Payments

**\$4 DOWN**

### PEERLESS Saddle

- LEATHER**—Russet.
- TREE**—15-in. Leather covered steel horn and steel fork. Leather covered rings, 13-inch bulge.
- SEAT**—full; seat, jockey and Leather Bound cantle in one piece.

—**SKIRTS**—Heavy 12x24 inches sheepskin wool lined.

—**STIRRUPS**—Straps, 2 inch with extra liner at stirrup; buckles for easy adjustment. Fenders, 8x15 inches. Wood stirrups, leather bottoms.

—**GIRTHS**—15 Strand Hair. Cinch straps, 1¼ inch Latigo Leather. Built to meet the demand for a popular-priced, waffle-pattern stamped saddle. For easy terms, see page 43. Shpg. wt., 29 lbs.

10 X 1489—Sale Price.....**\$23.45**





SALE PRICE  
**\$2<sup>48</sup>**  
1-In. x 16 Ft.

### First Quality Team Lines-Bolt Snaps Sewed On

- Made from high grade VIT-A-TAN black steerhide leather.
- Laps stitched with well-waxed linen thread—also riveted.
- Full length and width as shown in price tables below.

Cat. No.	Size In. Ft.	Shipping Weights	Set for 2 Horses
10 X 2261	1 x 16	4 lbs. 4 oz.	\$2.48
10 X 2262	1 x 18	4 lbs. 12 oz.	2.79
10 X 2263	1 1/8 x 16	5 lbs.	2.89
10 X 2264	1 1/8 x 18	5 lbs. 4 oz.	3.20
10 X 2265	1 1/4 x 16	5 lbs. 12 oz.	3.35
10 X 2266	1 1/4 x 18	6 lbs.	3.53

### Metal- to-Metal Style \$2<sup>68</sup>

1 In. x 16 Ft.



Same quality leather and construction as the lines above except with metal-to-metal wear buckles.

Cat. No.	Size In. Ft.	Shpg. Wts.	Set for 2 Horses
10 X 2250	1 x 16	5 lbs. 6 oz.	\$2.68
10 X 2251	1 x 18	5 lbs. 10 oz.	3.10
10 X 2254	1 1/8 x 18	6 lbs. 5 oz.	3.53
10 X 2255	1 1/8 x 20	6 lbs. 9 oz.	3.76
10 X 2257	1 1/4 x 18	7 lbs. 2 oz.	3.95
10 X 2258	1 1/4 x 20	7 lbs. 6 oz.	4.35

### Lankford Collar

- White canvas rim and shoulders; heavy duck face.
  - Cotton fiber stuffed.
  - Straps to buckle around hame.
  - Draft about 17 1/2 inches.
- State size.

10 X 3468—Ea. 89c

Size	Shpg. Wt.
16 in.	7 lbs. 4 oz.
17 in.	7 lbs. 4 oz.
18 in.	7 lbs. 6 oz.
19 in.	7 lbs. 8 oz.
20 in.	7 lbs. 10 oz.
21 in.	8 lbs.
22 in.	8 lbs. 8 oz.



### Best Bonnet Style

- 1 1/8-in. wide crown.
- 1 1/4-in. stitched cheeks.
- Heavy connected, large size pigeon wing blinds. Brass spots.
- With throat strap. Without reins.

A much heavier and better bridle than this money usually buys. Shpg. weight, 3 lbs. 6 oz.

10 X 2020  
Sale Price, Each..... \$1.45



### WINNER Bridle

- 1 1/8-inch crown.
  - 1 1/4-in. stitched cheeks and sewed pigeon wing blinds.
  - Double and stitched connecting brace riveted and sewed to blinds, with throat strap, without reins.
- Extremely long wearing. Sturdily made in every detail. Shpg. wt., 3 lbs.

10 X 2058 \$1.19  
Each.....



### ECONOMY Bridle

- Made of natural-brown color harness leather.
- 1 1/4-inch stitched cheeks.
- Concord Blinds.
- Without throat latch or reins.

Just the thing for everyday work around the farm. Shipping weight, 2 lbs.

10 X 2028  
Sale Price, Each..... 85c



### Jersey Breeching

- Breeching body 2 1/8 in. x 39 in. folded with 1 1/4 in. layer ring in end.

Snaps to hold up traces. Felt lined rump safe. 1 1/8-in. cross turnbacks and hip straps.

Shpg. wt., each, 5 lbs.  
10 X 2478 \$2.98  
Each.....



### Hame Straps

- Heavy high grade harness leather.
- 1-inch wide, 21 inches long.
- Metal loop and buckle; riveted.

Splendid straps of unusual quality. Wt., of 6, 1 lb. 8 oz.

10 X 2303—Bundle of 6 ..... 59c



### Leather Backband

- Made of high grade harness leather, about 42 inches long with felt lined center. 1 1/4-inch buckle and billet fastener to go around trace.

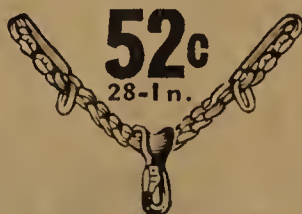
10 X 2673—3-inch. wide. Shpg. wt., 1 lb. 2 oz. Each..... 79c  
10 X 2674—3 1/2-inch. wide. Shpg. wt., 1 lb. 4 oz. Each..... 89c  
10 X 2675—4-inch. wide. Shpg. wt., 1 lb. 6 oz. Each..... 98c



### Breast Chains

Polished steel chain. Length includes end and center snaps.

10 X 4054 — 28-inch. Shpg. wt., 2 lbs. 6 oz. Sale Price, each..... 52c  
10 X 4053 — 32-inch. Shpg. wt., 2 lbs. 12 oz. Sale Price, each. 61c



### All-Leather Chrome Face Horse Collar

- Heavy split chrome leather face, russet split leather back and rim.
- Rye straw stuffed.
- Thong laced inner and outer seams.
- Buckle and billet top; sole leather top pad.
- Draft, about 15 inches.

Not an ordinary thread-sewed collar, but has thong-laced inner and outer seams. The finest collar we've ever sold at this price! State size wanted.

10 X 3421

Size	Shpg. Wts.	Each
16-inch	7 lbs. 6 oz.	\$1.85
17-inch	8 lbs.	1.90
18-inch	8 lbs. 4 oz.	1.95
19-inch	8 lbs. 8 oz.	2.00
20-inch	8 lbs. 10 oz.	2.10
21-inch	8 lbs. 12 oz.	2.20

### Leather Horse Collar With Ticking Face

- Heavy striped tick face.
- Russet split leather back and rim; thread sewed throughout.
- Rye straw stuffed.
- Buckle and billet fastener and sole leather pad.
- Wear leathers at draft; reinforced at throat.
- Draft, about 14 1/2 inches.

A popular collar at a low price. You make no mistake in choosing this collar. In spite of its low price, it has quality and strength often missing in collars selling for more! State size wanted.

10 X 3409

Size	Shpg. Wts.	Each
16-inch	5 lbs. 8 oz.	\$1.08
17-inch	5 lbs. 10 oz.	1.13
18-inch	5 lbs. 12 oz.	1.16
19-inch	5 lbs. 12 oz.	1.19
20-inch	6 lbs.	1.23
21-inch	6 lbs.	1.28

**40c**  
PER LB.  
16-19 1/2 Sides

BACKS  
BELLY

**Our VIT-A-TAN**  
Reg. U. S. Pat. Off.

### Steerhide Harness Leather

- Best black bark tanned packers' steerhide.
- We ship as near weight ordered as possible and charge for quantity sent. Sold only in full sides, backs or bellies, as listed.

Catalog No.	Style Leather	Wt., Lbs.	Per Lb.
10 X 7763	Full Sides	16 to 19 1/2	40c
10 X 7764	Full Sides	20 to 24	42c
10 X 7767	Backs only	13 to 16 1/2	48c
10 X 7768	Backs only	17 to 19	50c
10 X 7771	Bellies	4 to 6	26c

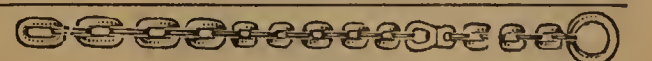
### Handy Leather Repair Bundle

One-pound assorted leather strips for repairing harness, saddles, etc. Shpg. wt., 1 lb. 3 oz.

10 X 7772—Bundle... 25c  
1/2-inch Cut Lacing

About 50 ft. assorted lengths in rawhide, chrome and gambier leather. Shpg. wt., 1 lb. 3 oz.

10 X 7774—Bundle..... 40c



### Chain Traces at Sale Prices

- 7 feet long. —Eight links per foot.
- 1/4-inch straight link chain.

Shpg. wt., each, 3 lbs. 10 oz.  
10 X 4080  
Each (1 chain)... 38c Pair (2 chains) 72c

SEARS, ROEBUCK AND CO. C 87



# GIGANTIC CLEARANCE

\$1<sup>00</sup>

## Out They Go!

- Strong 2.20 Wt. White Back Indigo Blue Denim
- High, Fancy Waistband
- 24-In. Bell Bottoms

Not many left. And they'll go like hot cakes. "Hot tamale style" in the Mexican manner. For work or outing wear. Women and girls wear them, too.

SIZES: Even waist sizes 28 to 36 in. and 30 to 34 in. inseam. State measurements. Shpg. wt., 1 lb. 12 oz.

41 X 709  
Spanish Type  
Denim Pants..... **\$1.00**

98<sup>c</sup>

\$1<sup>19</sup>

# ARMY CLEARANCE

## Last Chance

- Tough, Olive Drab Cotton Khaki Twill
- Double Knees; Laced Bottoms
- Strongly Reinforced
- Two Hip Pockets

U. S. Army Surplus ORDERED OUT. Roomy sizes that permit perfect freedom without binding. Every garment new and clean—no more available after these are sold.

SIZES: Even waist sizes 32, 34 and 36 in., regulation inseam. State measure. Shpg. wt., 1 lb. 10 oz.

41 X 883 Breeches..... **98c**

## \$4.50 Value

- Heavyweight All Wool Olive Drab Army Coat
- Lined Throughout With Strong Cotton Twill Lining.
- Semi-Form Fitting Back. Reinforced Throughout.

Huge government purchase MUST GO at a fraction of what it would cost to manufacture.

SIZES: Even chest sizes 36 to 40 in. State chest measure taken over vest. Shpg. wt., 3 lbs. 3 oz.

41 X 115  
All Wool  
Army Coat..... **\$1.19**

Clearance  
Prices for  
Mail Orders  
Only

Was ~~\$3.98~~  
**\$2<sup>98</sup>**

Was ~~\$2.69~~  
**\$2<sup>19</sup>**

# 10,000 Going Out!

## All Weather Protection

- Extra Heavy Black Embossed Artificial Leather. Length, 30 in.
- Warm, Sheepskin Lining (Cotton Fleece) Lining
- Wide Sheepskin Collar

We want clearance—quick and clean! Regular Models from our Big Catalog. Built for comfort, durability and fine appearance. Flap pockets.

SIZES: Even chest sizes 34 to 48 in. State chest measure taken over vest. Shpg. wt., 4 lbs. 10 oz.

41 X 131—Artificial  
Leather  
Coat..... **\$2.98**

## Long Wearing Chore Coats

- Cotton Covert Cloth
- Rubber Interlined for All Weather Protection
- Warm, 16-Oz. One-fourth Wool Blanket Lined Throughout
- Big Corduroy Storm Collar. Average Length, 30 in.

Buy now and take advantage of Sears bargain offer.

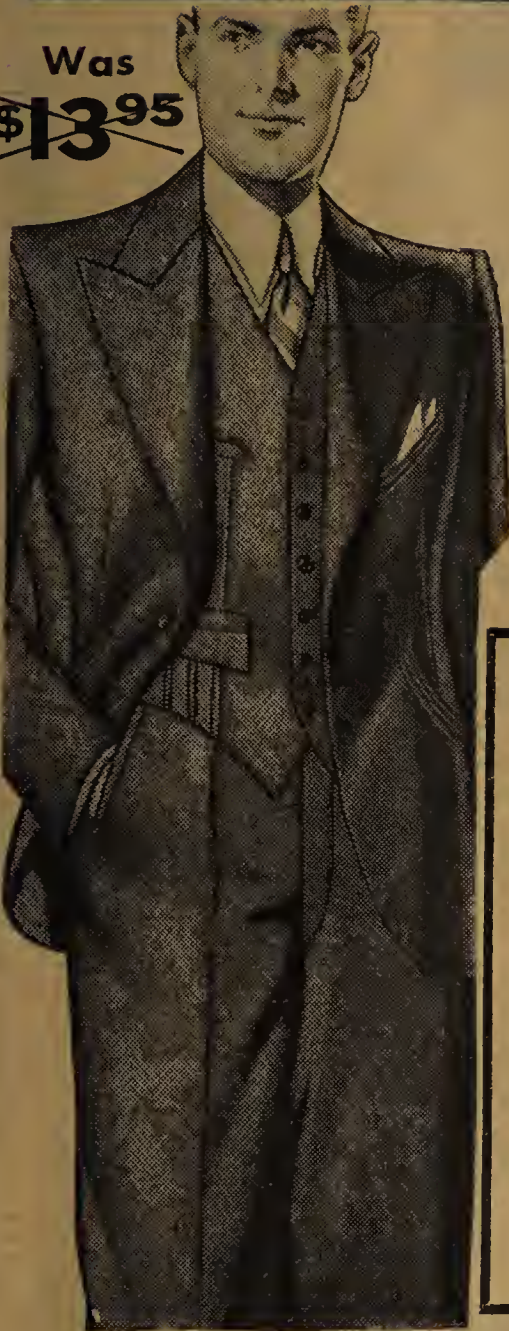
SIZES: Even chest sizes 34 to 48 in. State chest measure taken over vest. Shpg. wt. 4 lbs. 2 oz.

41 X 123 **\$2.19**  
Dark Gray.....  
41 X 124 **2.19**  
Med. Dark Tan...



# 7 PAGES OF SACRIFICE PRICES!!!

Odd lots . . . limited quantities . . . closeouts . . . all at record-smashing bargain prices! Values you won't be able to duplicate elsewhere. We won't carry them over . . . so out they go! The early shopper gets the cream of these bargains. *Be sure to state first, second and third choice.* Where the selection is left to us you can be assured of equal or better value. Play safe . . . order early!



Was ~~\$13.95~~

Last Chance at

**\$11.45**

- Handsome, all wool and worsted cheviot.
- Hollywood cushion shoulders. Crescent pockets.
- Wide 22 in. trousers bottoms.
- High overlapping waistband with pleat.
- Snappy pleated tattersall vest.

## Be Wise Order Now!

A style that went like wildfire—sold so fast that now we have only 562 of these superb suits left. So we've cut the price to make them whirlwind bargains.

SIZES: 34 to 42 in. chest; 28 to 39 in. waist; 29 to 35 in. inseam. State measurements. Shpg. wt., 5 lbs. 8 oz.

**45 X 5143—Dark Blue Cheviot, Faint Herringbone Weave..... \$11.45**



**CLOSE-OUT**

## Smart Campus Style

- Sigler,  $\frac{3}{8}$  wool herringbone cheviot.
- Outside contrasting pearl suspender buttons.
- High 2-button waistband with side buckle straps.
- Wide 22-inch cuff bottoms.

Smartly tailored throughout. At this sensationally low clearance price, they will go fast. Be sure to get yours—**order now!**

SIZES: 26 to 32 in. waist; 26 to 32 in. inseam. State measurements. Shpg. wt., 2 lbs. 4 oz.

**45 X 7902—College Blue. \$2.69**  
**45 X 7904—Burgundy Brown..... 2.69**



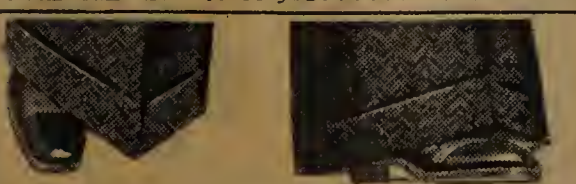
**85c**

## Worth a Lot More!

—Choice of medium weight brown or gray strong cotton worsted suiting. —Wide cuff bottoms. Regular pockets. Tailored dress Pants! Do not confuse with cheaper "overall" types! State age-size. Shpg. wt., 1 lb.

**40 X 4456—Brown Novelty Weave Strong Cotton Suiting. 85c**

**40 X 4431—Gray Gambler Stripe Cotton Suiting. 85c**



## Closeout Sensation for Little Fellows



**Formerly \$1.29**

**NOW \$1.00**

## Cash Saving! →

- Black waterproof embossed artificial leather coat.
- Warm cotton fleeced back.
- Belt all around.

Your chance to save on this waterproof coat!

**40 X 2524—Coat. ALL SIZES: 4 to 12 yrs. State age-size. Shpg. wt., 2 lbs. 6 oz. .... 87c**

**40 X 3912—Helmet to match. Small, medium or large. State size. Shpg. wt., 9 oz. .... 24c**

## Amazing Clearance!

- Two-Piece Outfit.
- Brown novelty weave cotton suiting.
- Slipover sleeveless jacket with elastic bottom and emblem on pocket.
- Longies to match.

Mothers . . . look! His school outfit . . . at less than you've ever paid for such a value!

ALL SIZES: 3 to 9. State age-size. Shpg. wt., 1 lb.

**40 X 3115—Brown Cotton Suiting..... \$1.00**

Low Prices and Extra Savings for Mail Orders Only.



**87c COAT**

**Values Up to \$15**

SEARS C 89





Sears  
SALE PRICE  
**44<sup>c</sup>**  
A PAIR

### Grouped for Quick Clearance

- Beautiful assortment of chic styles.
- Fine quality washable cotton chamoisuede Fabric.
- Slip-on or snap wrist styles.
- Smartly trimmed with contrast piping and stitching.

Complete disregard of former prices! We want to clear all these lovely models AT ONCE, so we've grouped them at this sacrifice price. Because of the large assortment of styles, and the limited quantities on each, selection must be left to us.

33 X 5840—Mode. 33 X 5841—Black  
33 X 5842—Brown

**44<sup>c</sup>**  
A PAIR

Half sizes, 6 to 8½. State size. Shpg. wt., 2 oz.



Sears  
SALE PRICE  
**\$1.19**  
EACH

Values from ~~\$1.49~~ to ~~\$1.79~~!

- Extra fine lustrous combed yarn cotton broadcloth
- Pre-shrunk and fadeproof
- Perfectly tailored throughout

WHO ELSE in America could offer such a dress shirt clearance? WHO ELSE could group such high quality shirts at such a sensational figure? Tailoring—styling—cloth—everything is head and shoulders above the usual dress shirt. Pre-shrunk for perfect fit. Tie not included.

Half sizes, 14 to 17. State size. Shipping weight, 10 ounces.

#### ATTACHED COLLAR STYLE

33 X 5900—White 33 X 5902—Blue  
33 X 5901—Tan 33 X 5903—Green  
33 X 5904—Gray

#### NECKBAND STYLE

33 X 5905—White. Soft double cuffs. No collar or pocket.



### "Zip Convenience!"

**89<sup>c</sup>**  
EACH

- Heavyweight cotton covert cloth
- Firmly woven
- Handy slide fastener
- Two roomy button-through flap pockets
- Pencil compartment in one pocket

- Triple stitched at every main seam
- Non-rip sleeve facings

SCORING AGAIN. Showing America the last word in workshirt convenience—the slide fastener neck. We picked an extra rugged, extra tough fabric—the kind you garage men, gas station attendants, and mechanics are looking for. An extra heavy cotton covert cloth that resists oil, grease and dirt. And we put the price down... down to this unbeatable figure.

33 X 686—Blue 33 X 687—Gray  
Half sizes, 14½ to 17. State size. Shipping weight, 14 ounces.



90 C SEARS

# CLEARANCE

For Mail Orders  
Only

Sold for ~~\$2.39~~!

- Indestructo cotton suede cloth
- Extra thick—Double napped
- Handy separating talon slide fastener
- Popular Cossack style
- Adjustable sleeves and hip band—Slashed pockets

Sale or no sale this jacket would be a good buy at twice this price. Looks, feels and acts like a leather jacket. Almost rainproof and windproof.

33 X 773—Tan  
33 X 779—Navy

Even sizes, 34 to 46 in. Order actual chest measure. Shpg. wt., 1 lb. 4 oz

**\$1.95**  
EACH





# A Tremendous Wash Dress Clearance

BETTER  
VALUE  
Tubfast  
Cotton  
Prints

59¢  
EACH

Formerly  
sold as  
high as ~~\$1.00~~

(A)  
CHECKS

(B)  
STRIPES

(C)  
FLORALS

(D)  
DOTS

(E)

Clearance  
Prices for Mail  
Orders Only

Girls' Dresses  
Sizes 7 to 14 **49¢**  
EACH

A grand clear-away of girls' dresses, priced invitingly low! Good quality fine wearing printed percale. These include gay plaids, colorful checks and bright florals. The two models pictured are representative of the attractive values included. Because of a limited supply, our stylist will select a frock guaranteed to please in the size you mention. Sizes: 7 to 14 years. State size.  
Shipping weight, each, 8 oz.

27 X 1112—Assorted Patterns.....**49¢**

The smartest styles, the gayest prints, the grandest values! They're all made of washfast, long wearing percale. Sold formerly at a much higher price! It's a bargain event you can't afford to miss! The check, plaid, floral, stripe and dot prints are in assorted colors. The Stout size dress is in assorted colors and prints. Buy several of these attractive dresses—they are sensational values at this low price. If the dress style you select has been sold before your order arrives, our stylist will send you a very similar model—we guarantee you'll be pleased. State bust measure. Shpg. wt., each, 12 oz.

(A) 27 X 1340—CHECKS and PLAIDS. Sizes: 32 to 42 in.

(B) 27 X 1345—STRIPES. Sizes: 32 to 38 in. bust

(C) 27 X 1350—FLORALS. Sizes: 32 to 42 in. bust

(D) 27 X 1355—DOTS. Sizes: 32 to 42 in. bust

(E) 27 X 1360—STOUT Sizes, ASSORTED PATTERNS. **59¢**  
45 to 53 in. bust; also regular: 36 to 44 in. bust.....

SEARS, ROEBUCK AND CO.

C

91

Sale Closes Feb. 28, 1935

A Group  
of Stouts  
At Same  
Low Price



# 200,000 PAIRS SACRIFICED!

## CLEARANCE for MAIL ORDERS ONLY



NOW  
**\$1.39**

Only once in a while is a Clearance Event included in our Midwinter Sale! Specially Reduced Price! Nightingale Comfort! Cushion insoles. Smooth linings. Low 1-inch heels with rubber top lifts. Flexible black kidskin.

WOMEN'S SIZES 2½ to 8; also 9. Wide widths. State size. Shipping weight, 1 pound 7 ounces.  
**15 X 3414—Pair.....\$1.39**

**NIGHTINGALE**  
REG. U.S. PAT. OFF.

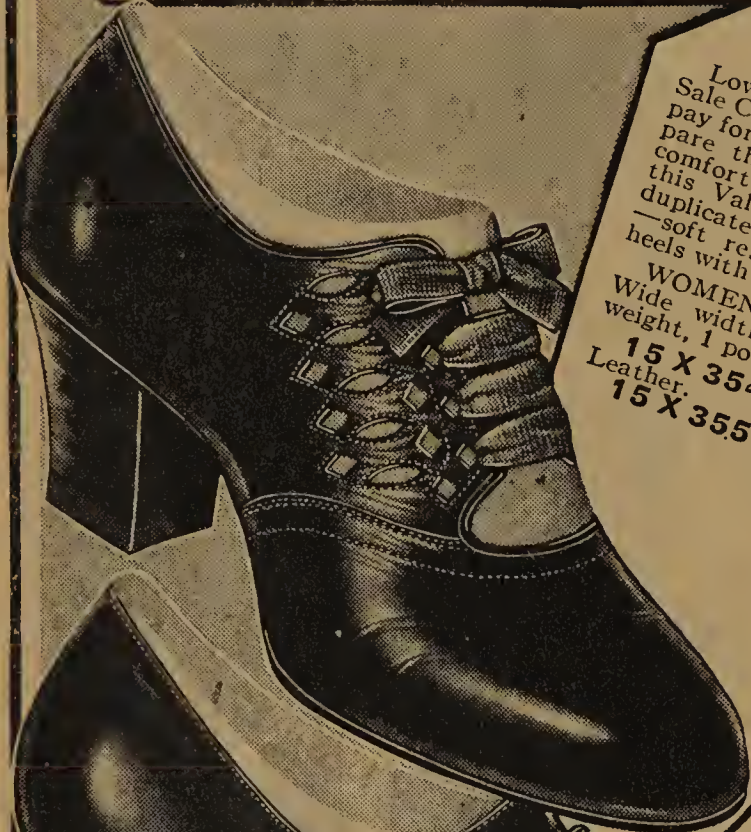
**\$1.39**  
Any  
Pair



NOW  
**\$1.39**

This price is marked down for a Special Sale Clearance. Order at once! It's a Nightingale—lizard grained leather trimmed strap. Cushion insole. 1½-inch military heel; rubber lift. Take advantage of this opportune bargain!

WOMEN'S SIZES 3½ to 8; also 9. Wide widths. State size. Shipping weight, 1 pound 6 ounces.  
**15 X 3539—Black Kid.....\$1.39**  
**15 X 3540—White Leather.....Pair, \$1.39**



Lower price than ever at this Special Sale Clearance! Mighty little money to pay for a scientifically built shoe! Compare the features with higher priced comfort shoes. You'll be satisfied that this Value at Sears Sale is hard to duplicate. Nightingale insoles—soft restful to your feet. 1½-inch heels with live, springy rubber lifts.

WOMEN'S SIZES 3½ to 8; also 9. Wide widths. State size. Shipping weight, 1 pound 6 ounces.  
**15 X 3549—White Leather.....Pair \$1.39**  
**15 X 3550—Black Kid.....Pair \$1.39**

NOW  
**\$1.39**



Big price cut! Don't miss this Clearance Bargain! A smart looking comfort shoe of smooth soft black kidskin. Cushion insoles—exceptionally comfortable. Smooth linings. Springy rubber lifts on the 1½-inch military heels add to their comfort.

WOMEN'S SIZES 3½ to 8; also 9. Wide widths. State size. Shipping weight, 1 pound 6 ounces.  
**15 X 3556—Pair...\$1.39**

NOW  
**\$1.39**

Sale time brings a clearance bargain too! Favorite comfort shoes with built-in steel arch for real support and stitchdown construction for flexibility. Smooth black kidskin. Sturdy leather sole. Low rubber heel. Value too good to pass.

WOMEN'S SIZES 3½ to 8; also 9. Wide widths. State size. Shipping weight, 1 pound 6 ounces. Pair  
**15 X 3403—One-Strap.....\$1.39**  
**15 X 3406—Oxford....\$1.39**

NOW  
**\$1.39**





One of  
Our Greatest  
Clearance Bargains

Just before inventory—that's why we're clearing our shelves and putting a shoe like this in this Big Clearance Event. Women with fleshy ankles will save money...it's a **WIDER WIDTH** shoe than regular sizes. Perfect proportions. Genuine black kidskin. Built-in steel arch supports. 1-inch heel; rubber top lift.

WOMEN'S SIZES 2½ to 8; also 9 and 10. Extra wide widths only. State size. Shpg. weight, 1 lb. 10 oz.

15 X 3514—Pr. \$1.69

Were ~~\$1.79~~

NOW

\$1.69



**NIGHTINGALE**

Reg. U. S. Patent Office

**WIDE-ENUF**

for Fleshy Feet  
and Ankles

Soft  
Padded

Cushion Insole →

Sale  
Closes  
Feb. 28th



ONLY  
**\$1.59**  
A Pair

Outstanding Big Value  
Low Clearance Price!

Usual ~~\$2.00~~ Value!

- ★ Good quality brown leather uppers.
- ★ Choice of two popular soles.
- ★ Favorite 1½-inch walking heels.
- ★ Comfortable moccasin style toes.

Smart looking oxford with many details to make it your favorite all-around shoe. A Super Bargain of This Special Clearance!

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 pound 11 ounces.

15 X 2951—Leather Sole.

15 X 2952—Resilio Rubber Sole. Pair.. \$1.59

# CLEARANCE PRICES for MAIL ORDERS ONLY

Worth ~~\$1.29~~  
NOW **89c** A Pair

Look at other shoes in other stores—we are sure that this sturdy oxford offers more value at Sears Special Sale Price! Count the features—strong brown or black leather uppers, flexible stitchdown construction extra serviceable Resilio rubber sole and a durable rubber heel. Wing tip—smart perforations. A "lot of shoe" for 89c!

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 lb. 7 oz. Pair

15 X 2885—Brown  
15 X 2886—Black...89c



Were ~~\$1.39~~  
NOW **\$1.29** A Pair

Oxfords are the shoes you can least do without! Buy them at Sears sale and save extra money at the Clearance Price! Roomy round-toe style. Your choice of leather or rubber soles. Comfortable walking heel; rubber top lift—makes your steps easier. WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 lb. 12 oz.

Rubber Sole Pair  
15 X 2573—White. \$1.29  
15 X 2574—Black.. Pair  
Leather Sole Pair  
15 X 3040—White. \$1.29  
15 X 3041—Black.. Pair



Were ~~\$2.39~~  
NOW **\$1.98** A Pair

To sell quickly...we've put a few overstuffed CONVINCER shoes in our regular Midwinter Sale at a Clearance Price. Reduced 41c a pair! Sears Convincers...with built-in steel arch supports, combination lasts and Genuine Goodyear Welt construction. Real black kidskin with embossed leather trim. Fine grade leather soles. 1¾-inch military heels; rubber top lifts. WOMEN'S SIZES 3½ to 8; also 9; Medium wide widths. State size. Shipping weight, 1 pound 6 ounces.

15 X 2678—Pair \$1.98





\$2<sup>79</sup>



## Miss America RAINCOAT

Choice  
of Three  
Fabrics

### Famous Windproof Rainproof Topcoat At A New Low Price

Sturdy cemented non-rip seams. Full cut and generous overlap. Adjustable button collar. Come in Misses' and Women's sizes. Sizes: 14-16-18-20 years. Bust: 32-34-36-38-40-42-44 inches. Lgths., abt. 48 in. State bust measure.

Cotton Tweed with Rubberized Back.

17 X 5900—Medium Tan. \$2.79  
17 X 5901—Medium Gray....

Swavel Cotton Suede Cloth—Plaid Back.

17 X 5905—Chestnut Brown.  
17 X 5906—Medium Green. \$2.79  
17 X 5907—Skipper Blue....

Double Texture Cotton Jersey—Plaid Back.

17 X 5910—Reindeer Tan.  
17 X 5911—Medium Green. \$2.79  
17 X 5912—Light Navy Blue.

Shipped from New York. Order direct from N. Y. Figure postage from Sears nearest Mail Order House. Shpg. wt., 4 lbs.

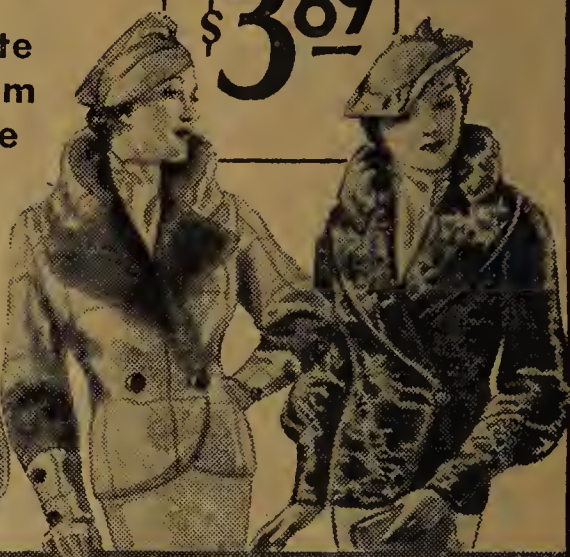
## Clearance JACKET BARGAINS

\$3<sup>89</sup>

See Note  
at Bottom  
of Page



\$2<sup>69</sup>



Excellent quality Fur Fabrics, look like real fur. The jackets in this group are of luxurious Rayon faced Fawn-lam, Astrakhan Fabric (wool and rayon with sturdy cotton back), and handsome Lapinette, a cotton pile fabric. Rayon and Cotton lined. State bust measure and color.

17 X 85—Misses' and Women's Sizes: 32 to 40 in. bust. Colors: Tan with Brown, Brown with Tan, Black with White, Solid Brown or Solid Black. \$3.89

17 X 87—Stout Sizes: 37 to 47 in. bust. Colors: Black, Brown, Tan or Black with White. 3.89  
Shipped from New York. Shpg. wt., 3 lbs.

Fine quality Lapin Cotton Fur Fabric. Cotton lining. Colors: Beige, Tan or Dark Brown.

17 X 88—Junior Miss Sizes: 13 to 19 years to fit 31 to 37 inch bust. \$2.69

17 X 86—Misses' and Women's Sizes: 32 to 40 inches bust. 2.69  
Shipped from New York. Shpg. wt., 2 lbs. 2 oz.



\$1<sup>89</sup>

### "SWAVEL" COSSACKS

Every woman needs at least one jacket. Here is your big chance to get a fine bargain. Sturdy "Swavel" Cotton Suede Cloth styled in the smart Cossack manner. Assorted "Zip" or button closings!

Misses' and Women's Sizes: 32 to 38 in. bust measure. State bust measure and first and second color choice.

17 X 92—Chestnut Brown, Skipper Blue, Cardinal Red or Tan (Sand). \$1.89  
Shpg. wt., 2 lbs. 4 oz.



\$2<sup>39</sup>

### SPORTS JACKETS

The style jacket you'll have a hundred good uses for! We've got it in smart Cotton Suede "Swavel" Cloth and fine quality artificial leather in styles like or similar to pictures. Made to stand lots of hard wear.

Misses' and Women's Sizes: 32 to 40 in. bust measure. State bust measure and first and second color choice.

17 X 90—Brown, Tan, Navy Blue, Green or Black. \$2.39  
Shpg. wt., 3 lbs. 8 oz.

All jackets above are representative of a group of excellent styles. Therefore, our stylist will make a selection in your size guaranteed to satisfy—or your money refunded! Order direct from New York. Figure postage from Sears nearest Mail Order House.



# SPRING COATS

~~\$6.98~~

~~\$8.98~~  
to

~~\$11.98~~  
VALUES

These Low Prices  
for Mail Orders Only

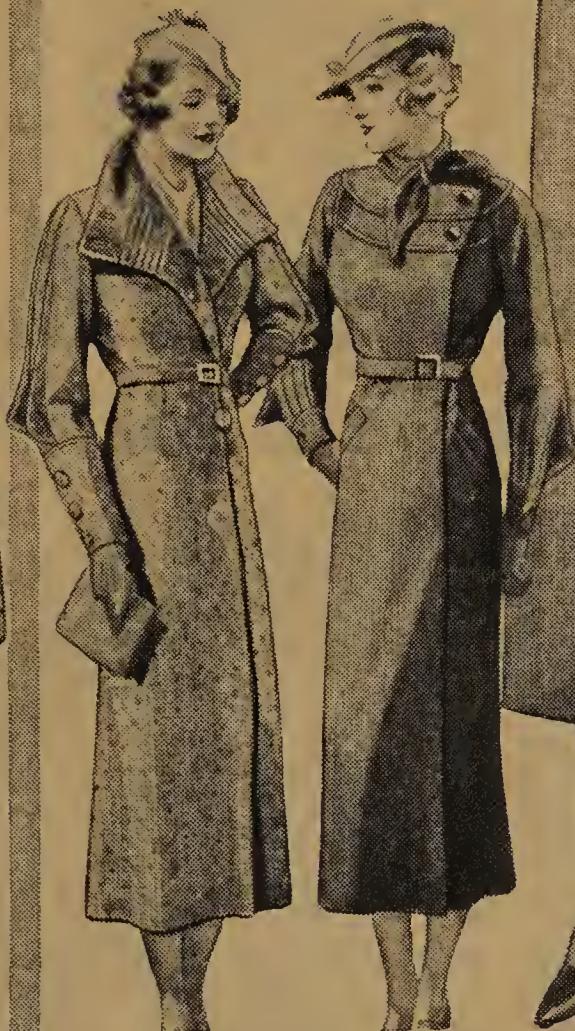


Women's  
Misses'  
Junior  
Also  
Stout  
Sizes

~~\$4.98~~

~~\$5.98~~  
to

~~\$8.98~~  
VALUES



Junior  
Misses'  
Women's  
Sizes

## Special Sale Prices

A Sale long to be remembered! Marvelous reductions on our better coats. Just think, you can get your smart spring model at a grand bargain price! Excellent quality medium weight materials. Good looking Fancy Tweeds, Crepes and sturdy Homespun effects. Contain from thirty to seventy per cent Wool balanced with long staple Cotton and soft lustrous Rayon for extra strength and richness. Lined with fine wearing Rayon and Cotton. Tailored to give your figure slim distinction. The three coats pictured are representative of the various styles included in this lot. Our stock is not complete in every size, but you state actual bust measure, and our stylist will select a coat guaranteed to satisfy—or your money refunded! A grand opportunity to get a great value NOW!

### WOMENS' AND MISSES' SIZES

17 X 75—Med. Tan. 32 to 42 in. bust.  
17 X 76—Med. Gray. 32 to 40 in. bust.  
17 X 74—Med. Green. 32 to 36 in. bust.  
17 X 73—Med. Blue. 32 to 38 in. bust.  
17 X 72—Med. Tan. Stouts: 39 to 51 in. bust.

**\$6.98**

### ALSO IN JUNIOR MISS SIZES

13 to 19 years, to fit 31 to 37 in. bust measure.  
17 X 79—Med. Tan only.

**\$5.98**

Shipped from New York. Therefore, order direct from N. Y. Figure postage from Sears nearest Mail Order House.  
Shipping weight, each, 4 lbs.

This exciting clearance gives you the opportunity to get that jaunty spring coat you've been wanting, and get it at a real bargain price! The coats included in this big sale event are the young trim tailored types that flatter and slim your figure. All in medium weight fabrics, nubby sporty Tweeds, sturdy Homespun effects and Crepes. The Wool content ranges from thirty-five to seventy per cent, balance Rayon and Cotton for durability. All coats are lined with Sateen or Rayon and Cotton. Because of an incomplete stock, our stylist will select a coat in your size, and we guarantee you'll like it!

Junior Sizes: 13 to 19 years to fit 31 to 37 in. bust measure. State actual bust measure.

17 X 80—Navy Blue. 17 X 81—Med. Tan.  
17 X 83—Med. Green.  
17 X 84—Black. Sizes: 15 to 19 years only.

**\$4.98**

### MISSES' AND WOMEN'S WOOL CREPE COATS

17 X 77—Navy Blue. Sizes: 32 to 40 in. bust.  
17 X 78—Black. Sizes: 34 to 42 in. bust.

**\$5.98**

(Values \$6.98 to \$8.98) Now  
Shipped from New York. Order direct from N. Y. Figure postage from Sears nearest Mail Order House. Shipping weight, each, 4 lbs.

SALE ENDS  
FEB. 28, 1935

SEARS, ROEBUCK AND CO. C 95





Formerly  
Sold up to **59c**

For Mail Orders  
ONLY

**45c**

ANY OF THESE  
5 Styles

This array looks  
like a roll-call of  
1935 styles. Only  
the amazing low  
price tells you it's

strictly a Sears clear-  
ance. Colors fast as  
any prints of this  
class. State first  
and second choice  
of catalog numbers  
and colors. Should  
curtains you order  
be entirely sold out,  
we will send your  
second choice.

**Cottage Set**  
Cotton Marquis-  
ette prints. Colors:  
rose, blue or orchid  
on cream ground.  
State first and  
second choice of cat-  
alog numbers and  
colors. Top curtains,  
each 21 by 45 in.;  
sash curtains, each  
21 by 35 inches.  
Shpg. wt. 6 oz.  
24 X 5244 **45c**  
Set.....

**Priscilla Style**  
Cotton Voile  
prints. Colors: blue  
rose, gold or green  
on cream ground.  
Size, each side, 20  
inches wide by 2 1/4  
yards long. Tiebacks  
included. State first  
and second choice of  
catalog numbers and  
colors. Shipping  
weight, 8 ounces.  
24 X 5386 **45c**  
Pair.....

**Betsy Ross Style**  
Cotton Mar-  
quisette prints;  
fast color ruffles.  
Colors: rose, blue,  
green or gold pre-  
dominating on  
cream ground. Size,  
39 in. wide by 2 1/4 yds.  
long. State first and  
second choice of cat-  
alog numbers and  
colors. Shpg. wt., 5 oz.  
24 X 4972 **45c**  
Each.....

**Priscilla Style**  
Cotton Voile  
prints; ruffles in  
checked gingham  
effect. Colors: rose,  
blue, green or gold  
on cream ground.  
Size, each side, 21  
in. wide by 2 1/4  
yds. long. State first  
and second choice of  
catalog numbers and  
colors. Shpg. wt., 8 oz.  
24 X 5387 **45c**  
Pair.....

**Priscilla Style**  
Cotton Marquis-  
ette in floral prints.  
Color: green pre-  
dominating on  
cream ground.  
Size, each side, 29  
inches wide by 2 1/4  
yards long. State  
first and second  
choice of catalog  
numbers. Shipping  
weight, 7 ounces.  
24 X 5290 **45c**  
Pair.....

# BIGGEST CURTAIN YEAR *We've Ever Known!*

## What's Left Goes for "PRACTICALLY A SONG"

Formerly  
Sold up to **55c**  
For Mail Orders  
ONLY  
**37c**  
ANY OF THESE  
5 Styles



Nothing held  
back, everything  
goes! Styles and  
designs famous at  
higher prices. Col-  
ors fast as any  
prints of this class.  
State first and sec-  
ond choice of cata-  
log numbers and  
colors. Should cur-  
tains you want be  
entirely sold out,  
we will send your  
second choice.

**Priscilla Style**  
Cotton Voile in  
gay plaid prints.  
Color: green pre-  
dominating on  
white ground.  
Size, each side, 20 in.  
wide by 2 1/4 yds. long.  
State first and second  
choice of catalog num-  
bers. Shpg. wt., 8 oz.  
24 X 5262 **37c**  
Pair.....

**Cottage Set**  
Cotton Voile  
in gay plaid prints.  
Colors: rose, blue  
or gold predomi-  
nating on white  
ground. Top cur-  
tains, each 20 by 44  
in.; sash curtains  
each 20 by 34 in.  
State first and sec-  
ond choice of color  
and catalog numbers.  
Shpg. wt., 8 ounces.  
24 X 5263 **37c**  
Set.....

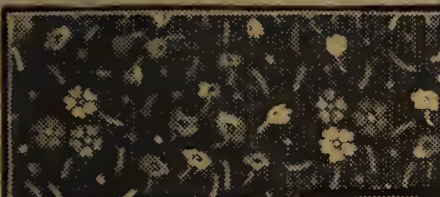
**Priscilla Style**  
Cotton Voile, with  
two-tone sunburst  
dot prints. Color  
combination of green  
and orchid on  
cream ground.  
Size, each side, 20 in.  
wide by 2 1/4 yards  
long. State first and  
second choice of cata-  
log numbers. Ship-  
ping weight, 8 oz.  
24 X 5260 **37c**  
Pair.....

**Cottage Set**  
Cotton Voile; two-  
tone sunburst dot  
prints. Color  
combination of  
blue and gold on  
cream ground.  
Top curtains, each  
19 by 43 in.; sash  
curtains, each 19 by  
34 inches. State first  
and second choice of  
catalog numbers.  
Shipping weight, 7 ounces.  
24 X 5261 **37c**  
Set.....

**Cottage Set**  
Cotton Voile in plaid  
and flower prints; fast  
color ruffles. Colors:  
blue, gold or rose  
predominating on  
cream ground. Top  
curtains each 20 by 43  
in. sash curtains, each  
20 by 34 inches. State  
first and second choice  
of catalog numbers  
and colors. Shipping  
weight 8 ounces.  
24 X 5251 **37c**  
Set.....



These LOW  
PRICES for  
Mail Orders Only



40—Black Floral



34—Navy Foulard



30—White with Red and Blue



32—White with Blue Floral



31—Brown with Green and Red



26—Navy with White



27—Black with White and Red

WAS ~~39c~~ Now **32c**  
A Yard

### Rayon and Cotton RIBLEY FAILLE PRINTS

- Ribbed, fine texture
- Washable
- Width, 35 inches

Save! Save! On designs that sold fastest; that were liked best at 39c. Reduced price can't lessen their beauty. There's a pattern here just suited to you. Buy now, save now, wear all summer long. Values like this only once in a lifetime. Patterns as described on illustrations. State pattern number. Shipping weight, per yard, 5 ounces.

94 X 8222—A Yard... **32c**

## Clearance LORRAINE WOOLENS

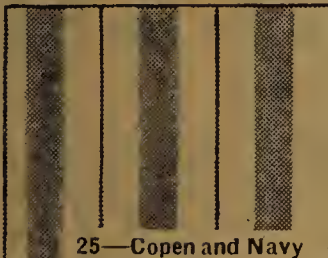
**ALL WOOL  
WORSTED CREPE**  
—Finest yarns  
—Width, 36 inches  
Spring weight dress wool-  
en. Quality way beyond clear-  
ance sale price. Colors listed  
in panel at right. State  
yard, 7 oz. Shipping weight, per  
94 X 7439—Yard. **69c**

WAS ~~99c~~  
NOW **69c**  
A Yard

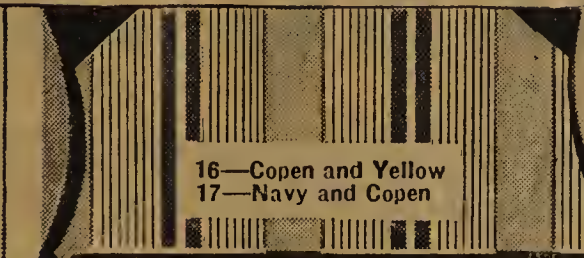
- Colors for -  
94X7098  
94X7439
- 1-BLACK
  - 2-SHERRY BROWN
  - 10-BABY BLUE
  - 15-NAVY BLUE
  - 18-PINK
  - 21-TOKAY WINE
  - 35-PENCIL RED
  - 44-TAN
  - 51-CREAM
  - 55-SCOTTY GREEN
  - 64-NATIONAL BLUE
  - 71-MING GREEN
  - 77-WINTER GRAY

**ALL WOOL WORSTED  
FLANNEL**  
—Finest yarns —Width, 36 in.  
Perfection of quality never in-  
tended for a clearance sale. Flannels  
are the big spring suit-news. Though  
left from Fall, they're just the colors  
smartest for Spring. Colors listed  
in panel above. State color.  
Shipping weight, yard, 6 oz. color.  
94 X 7098—A Yard... **69c**

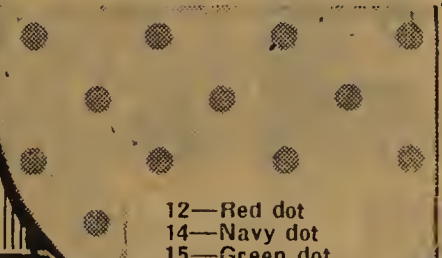
# Limited Quantities - Big Savings



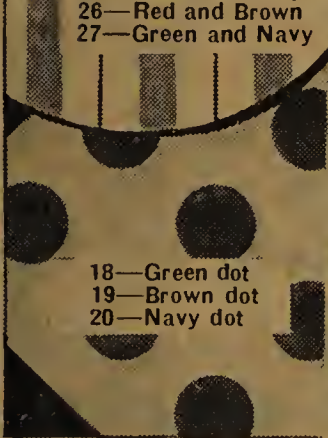
25—Copen and Navy  
26—Red and Brown  
27—Green and Navy



16—Copen and Yellow  
17—Navy and Copen



12—Red dot  
14—Navy dot  
15—Green dot



18—Green dot  
19—Brown dot  
20—Navy dot

**Washable SILK PONGEE**  
Low Priced to Sell Quickly  
—Red Stamp First Quality  
—Standard 12-Momme Weight  
—Width, 32 Inches  
**39c**  
A Yard  
On the bargain table they got just 6,000 yards of these 50c silks. Crisp, rough, washable; for women's and children's wear. Contains usual amount of rice starch finishing. Patterns similar to illustration on tan grounds with colors shown. Shpg. wt., per yard, 5 oz.  
94 X 6011—State pattern number.



21—Copen, Red, Brown  
22—Navy, Green, Copen  
24—Red, Gold, Brown

WAS ~~77c~~  
**Pure Dye Silk  
CREPE DE CHINE**

Down to  
**59c**  
A Yard  
—Width, 38 Inches  
Even in a Sears quick clearance, 59c is a bargain low price for pure dye silk. Light, soft, fine for women's undergarments, nightgowns; tots' dresses and slips. Make this saving cover all your summer needs. Colors: Eggshell; Nile green; Peach; Pink; Shell pink or White. State color. Shipping weight, per yd., 5 oz.  
94 X 6850

SEARS C 97

## Closeout! SPORTS WEAR CRASH

**Rayon and Cotton  
Looks Like Linen**  
Introduced at 49c. Sports-weight fabric with the chic of silk, the look of linen and now a new big saving. You'll love the nubby roughness of this distinctive weave. Only a few colors left, and note, they're the wanted Spring colors, yet price is drastically cut. Width, 35 inches. Colors: Lotus Blue, Maize, Nile Green, Pink, Tan or White. State color. Shipping weight, per yard, 6 oz.  
94 X 8070—A Yard... **39c**



# Piece Goods Clearance



**39-Inch Cotton  
VOILE**

WAS ~~17c~~ **14<sup>c</sup><sub>A</sub> YD.**

A voile that's a prize bargain! Hard twist yarns give it clear texture; mercerizing makes it silky and fine. Colors are fast to washing and boiling. Only a small lot left! (2) Yellow and White with Brown; (3) Brown and White with Gold and Green; (4) Navy with White and Green; (5) White with Green and Gold; (6) White with Orchid and Gold; (7) White with Red; (8) Copen blue and White with Green and Peach; (9) Copen blue and White with Navy; (10) White with Black. State 1st, 2nd and 3rd choice of patterns. Shpg. wt., per yd., 4 oz.

**98 X 3319—A Yard. 14c**



**35-Inch Cotton  
LINENE**

WAS ~~25c~~ **15<sup>c</sup><sub>A</sub> YD.**

The linen-like finish is PERMANENT... it won't wash out! Unheard-of, at a price like this! And the colors are fast to washing... was there ever such a bargain in Linene? Very firm, long wearing texture. Only a limited quantity available; that's why we've cut the price so drastically! Buy enough now for all your Spring sewing! (2) Navy blue with White; (3) Navy blue with White; (4) Brown with White; (5) Gray, Red, Black and Gold; (6) Red and White; (7) Red with White; (8) Green with White; (9) Blue and White with Gold. State 1st, 2nd and 3rd choice of pattern. Shpg. wt., per yard, 7 oz.

**98 X 3347—A Yard. 15c**

# FREE WALL PAPER Sample Book



**PRICES AS LOW AS 6¢ A SINGLE ROLL**

## Mail This Coupon

**SEARS, ROEBUCK AND CO.**

Send me the New 1935 Wall Paper Sample Book D652X

PLEASE WRITE NAME AND ADDRESS PLAINLY

Put X After the Date on Which You Want This Book

Jan. 15th ☐ Feb. 1st ☐ Feb. 15th ☐ March 1st ☐

Name \_\_\_\_\_

Postoffice \_\_\_\_\_

State \_\_\_\_\_

Rural Route \_\_\_\_\_ Box No. \_\_\_\_\_

Street Address \_\_\_\_\_

D652X

## Every Pattern WASHABLE Every Pattern FADEPROOF

A bigger saving and better quality go hand in hand at Sears. That's why we sell more wall paper than any other store in America. Now we're offering finer designs and lovelier colorings than we ever thought possible at the price. Sears were first to make every pattern in its big line Washable. This important feature doesn't change the appearance of the paper one bit, but does add years to its life. The gorgeous Fadeproof colors can be washed bright and new with soap and water.

Send for your copy of this new, 1935 Book of Actual Samples today.



Throw Away  
Your Chains!

America's  
**SAFEST**  
**NON-SKID**  
Tire  
For all  
Cars

4-PLY  
29x4.40-21  
**\$5<sup>95</sup>**

6-PLY  
30x4.50-21  
**\$8<sup>05</sup>**

**EASY  
PAYMENTS**

On all Tire,  
Tube and Bat-  
tery orders of  
\$15 or more.  
See Page 100

We guarantee these ALLSTATE 6-PLY Tires to wear 24 months and ALLSTATE 4-PLY to wear 18 months. This includes all road hazards that would render the tire unfit for further service. Should either of these tires fail within its guarantee period, return it to our Mail Order House. We will replace it with a brand new tire, charging you only for the actual time the tire has been in your possession.

**YOUR LAST CHANCE** *to Buy*  
**ALLSTATE** *at these* **LOW PRICES!**  
REG. U.S. PAT. OFF.

For extra safety and Giant, Road gripping power ALLSTATE "All-Traction" Tread Tires are in a class by themselves. But you'd better get yours now while you can buy them at bottom prices, because all of our tire prices are GOING UP FEB. 15th! You can now obtain these famous Super-Safety Tires in 4-Ply as well as 6-Ply Heavy Duty Types. Both are fully guaranteed.

**Pulls Through DEEP SNOW,  
MUD, SAND . . . ANYTHING!**

Brutes for power, ALLSTATE All-Traction Treads hold the road in any kind of going . . . are sure-footed as a burro—the ideal SAFETY tires because of huge extra-strong knobby studs of live rubber that resist slipping, spinning or skidding!

**For all Cars—on all Roads.**

ALL-TRACTION users tell us these are the safest, toughest, "go-gettingest" tires they ever used! Farmers, mail carriers, stock raisers, contractors, say there's no snow too deep . . . no mud too thick . . . no road too slick for these Safety Tires! And best of all, they can scarcely wear 'em out! The SAFEST Tire you can buy for all cars on all roads. Definitely Guaranteed to wear and stand hardest abuse for 18 and 24 months. But you must act quick! . . . before prices go up!

Order by Catalog No. Below—State Size.

28 X 960			28 X 940			28 X 970		
4-PLY TIRES			6-PLY			TUBES		
SIZE TIRE-RIM	Price Each	Av. Shpg. Wt., Lbs.	Price Each	Av. Shpg. Wt., Lbs.		ALLSTATE Extra Heavy Red, Each	Shpg. Wt., Lbs.	
29x4.40-21	\$5.95	17	\$8.05	23		\$1.05	3	
29x4.50-20	6.10	18	7.60	22		.98	3	
30x4.50-21	6.45	19	8.05	23		1.05	3	
28x4.75-19	6.90	20	8.65	23		1.05	4	
29x4.75-20	6.95	21	7.95	23		.98	3	
30x4.75-21	6.45	19	8.05	23		1.05	3	
29x5.00-19	7.10	21	8.95	24		1.05	4	
*30x5.00-20	7.25	23	9.15	26		1.20	4	
*31x5.00-21	8.85	26	10.65	30		1.25	4	
5.25-17	7.70	21	9.60	25		1.12	4	
28x5.25-18	7.98	22	9.95	26		1.15	4	
*29x5.25-19	8.25	24	10.20	28		1.05	4	
*30x5.25-20	8.50	25	10.45	29		1.20	4	
*31x5.25-21	8.85	26	10.65	30		1.25	4	
5.50-17	8.65	24	10.50	27		1.35	4	
*28x5.50-18	8.85	26	10.85	29		1.40	5	
*29x5.50-19	9.15	27	11.20	30		1.45	5	
6.00-16	9.95	24	.....	..		1.40	5	
6.00-17	.....	..	12.20	31		1.35	4	
*30x6.00-18	.....	..	12.40	33		1.40	5	
*31x6.00-19	.....	..	12.85	34		1.45	5	
*32x6.00-20	.....	..	13.10	36		1.55	5	
*33x6.00-21	.....	..	13.40	37		1.55	5	
*31x6.50-19	.....	..	14.25	35		1.90	6	
*32x6.50-20	.....	..	14.65	38		1.95	6	
			Sears Tire Prices Go Up Feb. 15th					
			TRUCK TIRE—Cat. No. 28 X 940					
32x6.00-20	(Av. Shpg. Wt., 39 Lbs.)..		\$14.75			1.83	5	
30x5	(Av. Shpg. Wt., 43 Lbs.)..		18.75			1.83	5	
32x6-8 ply	(Av. Shpg. Wt., 53 Lbs.)..		24.20			2.95	9	
32x6-10 ply	(Av. Shpg. Wt., 71 Lbs.)..		31.95			2.95	9	

† Oversize 30x4.50 \* Indicates tires with flaps

Shipped from mail order houses or Akron, Ohio, or Houston, Texas, Phoenix, Ariz., whichever is nearest you.

SEARS C 99



# YOUR LAST CHANCE ALLSTATE COMPANION Tires at These

REG. U.S. PAT. OFF.

## ALLSTATE Prices Go Up Feb. 15th!

**Last Call!** Positively **Your Last Chance** to buy ALLSTATE Tires at about 50% under leading manufacturers' list prices for first quality tires. Buy **Now** even if you haven't all cash. Pay on Sears Easy Payment Plan. Our advice to all our Mail-Order Customers is: **Get a Complete Set—And Get Them Quick—**for on Feb. 15th ALLSTATE Tire Prices Go Up! Probably never again will these fine tires sell for so little.

We've got to do it . . . we can't help ourselves, **Tire Prices Must Advance!** Prices on all tire materials have skyrocketed during the past few months. Cotton . . . labor . . . everything . . . has increased in price. Rubber alone has gone up 400%! So **Today** don't fail to order Guaranteed ALLSTATE Tires with their heavy, long-wearing, tougher treads . . . with their scientific center traction design to guard against skidding . . . with their **Blow-Out Proof** construction of Super-lastic Gum-Insulated Cord. Act quick! **No Time to Lose! Order Today!**

## EASY PAYMENTS

on all TIRE, TUBE and  
BATTERY ORDERS over \$15  
**Liberal Credit Plan**

You don't need all cash to buy ALLSTATE tires, tubes and auto BATTERIES. You can pay a few dollars down and the balance monthly, as follows:

Amt. of Order Cash Price	Add for Credit Plan	Down Payment	Monthly Payment
\$15.00 to \$20.00	\$2.00	\$4.00	\$5.00
20.01 to 25.00	2.00	5.00	6.00
25.01 to 30.00	2.50	6.00	7.00
30.01 to 35.00	3.00	7.00	8.00
35.01 to 40.00	3.50	8.00	9.00

Use EASY PAYMENT ORDER  
BLANK Enclosed.

On ORDERS over \$40.00 write  
for Special Terms.

## HEAVY DUTY 6 FULL PLYS Plus 2 CORD SHOCK BREAKERS

ORDER BY CATALOG No. 28 X 650—State Size.

SIZE Tire-Rim	TIRES		TUBES	
	Each	Av. Shpg. Wt. Lbs.	ALLSTATE FULL MOLD-ED RED	Av. Shpg. Wt. Lbs.
† 29x4.40-21	\$6.10	22	\$1.05	3
29x4.50-20	5.90	21	.98	3
30x4.50-21	6.10	22	1.05	3
28x4.75-19	6.35	22	1.05	4
29x4.75-20	6.55	23	.98	3
29x5.00-19	7.05	23	1.05	4
*30x5.00-20	7.20	25	1.20	4
*31x5.00-21	7.31	24	1.25	4
5.25-17	7.55	24	1.12	4
28x5.25-18	7.80	25	1.15	4
*29x5.25-19	8.15	28	1.05	4
*30x5.25-20	8.30	28	1.20	4
*31x5.25-21	8.60	29	1.25	4
5.50-17	8.20	26	1.35	4
*28x5.50-18	8.55	28	1.40	5
*29x5.50-19	8.80	28	1.45	5
*30x5.50-20	9.10	30	1.55	5
6.00-17	9.15	28	1.35	4
*30x6.00-18	9.35	29	1.40	5
*31x6.00-19	9.60	30	1.45	5
*32x6.00-20	9.90	31	1.55	5
*33x6.00-21	10.10	32	1.55	5
*34x6.00-22	10.45	34	1.55	5
*31x6.50-19	11.30	33	1.90	6
*32x6.50-20	11.45	35	1.95	6

\*Indicates tires with flaps If you need bent valves on your tubes request them when you order—there is no extra charge.  
†Oversize 30x4.50.

ALLSTATE Heavy Duty Tires are  
guaranteed to wear 24 months

6-Ply  
HEAVY DUTY  
**\$5.90**  
29 x 4.50-20

## 24 MONTH GUARANTEE

The ALLSTATE COMPANION Heavy Duty 6-ply Tire is guaranteed to wear for 24 full months. This guarantee includes all road hazards that would render the tire unfit for further service. There are **NO EXCEPTIONS!** Should this tire fail within 24 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-twenty fourth of the current price for each month the tire has been in your possession.

**ALL PRICES  
FOR MAIL  
ORDER ONLY**

★ **LIMIT—4 Tires and Tubes  
to a Customer—No Dealers'  
Orders Accepted!**



to Buy  
LOW PRICES

Buy  
Now!

4 Full Plies

**\$4.25**

29 x 4.40-21

Special TIRE and TUBE  
OFFERS

30x3½ O. S. Cl.  
28 X 929  
TIRE and TUBE

BOTH FOR  
**\$4.40**  
Shpg. Wt.,  
16 Lbs.

29x4.40-21  
28 X 921  
TIRE and TUBE  
BOTH FOR

**\$5.10**  
Shpg. Wt.,  
19 Lbs.

28x4.75-19  
28 X 925  
TIRE and TUBE  
BOTH FOR

**\$5.95**  
Shpg. Wt.,  
22 Lbs.

30x4.50-21  
28 X 923  
TIRE and TUBE  
BOTH FOR

**\$5.55**  
Shpg. Wt.,  
20 Lbs.

29x5.00-19  
28 X 931  
TIRE and TUBE  
BOTH FOR

**\$6.35**  
Shpg. Wt.,  
23 Lbs.

WORLD'S LOWEST COST PER MONTH  
OF GUARANTEED WEAR

18 MONTHS' GUARANTEE

The ALLSTATE COMPANION 4-PLY Tire is guaranteed to wear for 18 full months. This guarantee includes all road hazards that would render the tire unfit for further service... there are NO EXCEPTIONS! Should this tire fail within 18 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-eighteenth of the current price for each month the tire has been in your possession.

SEARS, ROEBUCK AND CO.

4 FULL PLYES Plus  
2 CORD SHOCK BREAKERS

For Easy Payments on TIRES, TUBES and Batteries,  
See Page 100

ORDER BY CATALOG No. 28 X 630—State Size.

SIZE Tire-Rim	TIRES		TUBES	
	PRICE Each Until Feb. 15th	Av. Shpg. Wt. Tire Lbs.	ALLSTATE FULL MOLDED GRAY Each	Av. Shpg. Wt. Tube Lbs.
29x4.40-21	\$4.25	17	\$0.85	3
29x4.50-20	4.55	17	.82	3
30x4.50-21	4.70	18	.85	3
28x4.75-19	5.10	19	.85	4
29x4.75-20	5.25	17	.82	3
30x4.75-21	5.50	19	.85	3
5.00-17	5.15	19	.95	3
29x5.00-19	5.50	19	.85	4
*30x5.00-20	5.65	21	1.03	4
*31x5.00-21	5.85	22	1.10	3
*32x5.00-22	6.50	24	1.10	3
5.25-17	5.95	19	.95	3
28x5.25-18	6.10	20	.97	3
*29x5.25-19	6.30	22	.85	4
*30x5.25-20	6.55	22	1.03	4
*31x5.25-21	6.75	24	1.10	3
5.50-17	6.70	21	1.18	4
*28x5.50-18	6.95	21	1.26	4
*29x5.50-19	7.10	24	1.28	4
*30x5.50-20	7.40	26	1.37	5
6.00-16	7.55	22	1.34	3

ALLSTATE COMPANION

HIGH PRESSURE Tires and Tubes

ORDER BY CATALOG No. 28 X 630—State Size.

30x3 Clincher	\$3.45	10	55c	2
30x3½ Regular Clincher	3.58	12	65c	3
30x3½ Oversize Clincher	3.75	14	65c	3
*31x4 Straight Side	6.45	18	95c	3
*32x4 Straight Side	6.70	19	95c	3

\*Indicates tires with flaps. If you need bent valves on your tubes request them when you order—there is no extra charge.

Sears Tire Prices  
Go Up Feb. 15th

SEARS, ROEBUCK AND CO. C 101



Never Again!

AT THESE  
LOW  
PRICES

Buy  
Now!

4 Full Plies

\$3<sup>15</sup>

30x3<sup>1</sup>/<sub>2</sub> Reg. Cl.

AFTER FEB. 15 THESE  
BARGAINS ARE

Gone Forever

ALLSTATE  
HERCULES

REG. U. S. PAT. OFF.

Order Any Size Below  
by No. 28X850.  
State Size.

EASY  
PAYMENTS  
ON ALL TIRES  
AND TUBES  
SEE PAGE 100

SIZE Tire-Rim	TIRES		TUBES	
	Each	Av. Shpg. Wt.	Each	Av. Shpg. Wt.
30x3 <sup>1</sup> / <sub>2</sub> Reg. Cl.	\$3.15	12 lbs.	\$0.65	3 lbs.
29x4.40-21	3.55	15 lbs.	.85	3 lbs.
29x4.50-20	3.80	15 lbs.	.82	3 lbs.
30x4.50-21	3.98	16 lbs.	.85	3 lbs.
28x4.75-19	4.20	16 lbs.	.85	4 lbs.
29x4.75-20	4.30	16 lbs.	.82	3 lbs.
29x5.00-19	4.50	17 lbs.	.85	4 lbs.
30x5.00-20	4.70	18 lbs.	1.03	4 lbs.
31x5.00-21	4.76	19 lbs.	1.10	3 lbs.
5.25-17	5.10	18 lbs.	.95	3 lbs.
28x5.25-18	5.20	18 lbs.	.97	3 lbs.
31x5.25-21	5.75	21 lbs.	1.10	3 lbs.
5.50-17	5.70	20 lbs.	1.18	4 lbs.
29x5.50-19	5.98	22 lbs.	1.28	4 lbs.

#### 12 - MONTH GUARANTEE

The ALLSTATE HERCULES TIRE is guaranteed to wear for 12 full months. This guarantee includes all road hazards that would render the tire unfit for further service... There are NO EXCEPTIONS! Should this tire fail within 12 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-twelfth of the current price for each month the tire has been in your possession.

When our present stocks of HERCULES 4-Ply Tires are gone we cannot sell these fine tires at such low prices again! After Feb. 15th HERCULES PRICES MUST GO UP!... ALL material and labor used in making tires has skyrocketed in recent months. Rubber alone has advanced 400%! But for a limited time you can buy these long-wearing HERCULES Tires AT BOTTOM PRICES. Our advice is: BUY A SET OF HERCULES TIRES NOW! If you can't spare all cash, use Sears Easy Payment Plan. Remember these are the finest low priced tires we ever sold. They have FOUR FULL PLIES from bead to bead... are definitely guaranteed against ALL ROAD HAZARDS FOR 12 FULL MONTHS! At these prices we believe you cannot find tougher, better-built, longer-wearing tires anywhere. But ACT QUICK. Mail your order TODAY!

## ALLSTATE COMPANION Heavy Duty TRUCK and BUS TIRES

Tire Prices Go Up Feb. 15th

Easy Payments on all Tires and Tubes. See Page 100

Order Any Size Below by No. 28 X 950—State Size

\*Balloon Tires and Tubes

SIZE Tire-Rim	No. of Full Plies	TIRES		TUBES	
		Price Each	Av. Shpg. Wt., Lbs.	Hy. Duty Price Ea.	Av. Shpg. Wt., Lbs.
32x 6.00	6	\$10.85	35	\$1.83	5
32x 6.50	6	14.10	41	2.10	7
34x 7.00	8	19.00	60	2.10	7
34x 7.50	8	23.15	71	3.60	13
36x 8.25	10	33.34	93	4.89	13
38x 9.00	10	41.44	105	5.62	16
42x 9.00	10	45.02	113	6.20	17
38x 9.75	12	54.41	135	6.07	18
42x 9.75	12	59.34	153	6.48	21
40x10.50	12	63.36	150	6.89	22

\*Balloon tread design not illustrated.

High Pressure Cord Tires and Tubes

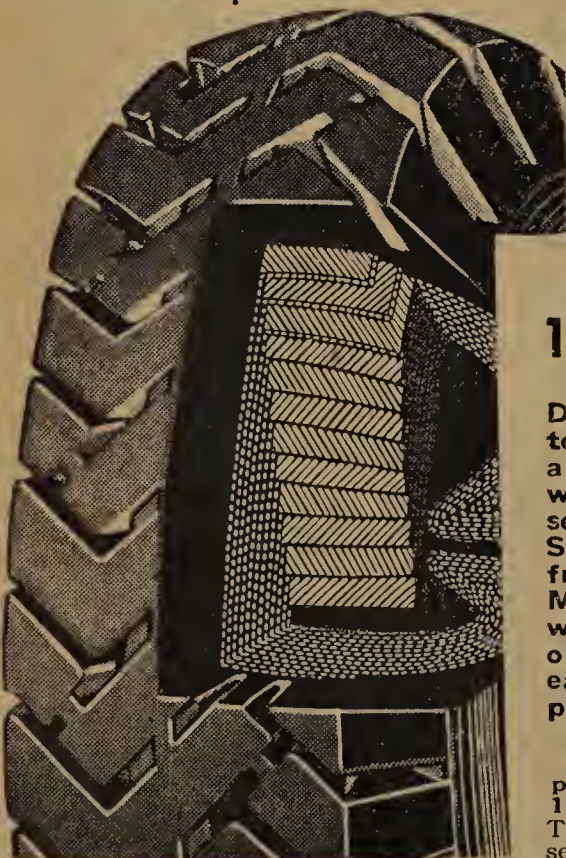
32x4 <sup>1</sup> / <sub>2</sub>	8	\$10.95	31	\$1.65	5
34x4 <sup>1</sup> / <sub>2</sub>	8	11.50	34	1.65	5
30x5	8	13.75	44	1.83	5
33x5	8	14.45	31	2.10	5
34x5	8	15.28	54	2.10	5
35x5	8	16.16	54	2.10	5
32x6	10	23.85	64	2.95	9
32x6*	8	17.90	51	2.95	9
36x6	10	26.54	81	3.21	12
34x7	10	32.90	91	3.60	13
38x7	10	35.70	104	4.55	16
36x8	12	45.96	129	5.72	17
40x8	12	50.48	140	6.22	19

\*Replacement for 30x5 on Ford and Chevrolet. State whether single or double bent valves are needed.

#### 12 MONTHS' GUARANTEE

The ALLSTATE COMPANION Heavy Duty Truck and Bus Tire is guaranteed to wear for 12 full months. This guarantee includes all road hazards that would render the tire unfit for further service... There are NO EXCEPTIONS! Should this tire fail within 12 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-twelfth of the current price for each month the tire has been in your possession.

Your last chance to buy at these low prices! All Sears Tire Prices go up Feb. 15th! We build ALLSTATE COMPANION Truck and Bus Tires for the tough, he-man service such a tire must stand. And how these tires can take it! They wear like iron! That's because the tire-maker puts the stuff into 'em! Don't delay! Order now... and SAVE!





Sears Sale Price **\$2.45** And Up  
 With Old Generator

## Guaranteed Factory Rebuilt GENERATORS

SAVE \$8 to \$20—BUY A SEARS FACTORY REBUILT GENERATOR. . . . .Furnished on your choice of two plans. (Cut-outs not included.)

Plan No. 1 Send full purchase price for generator and we will include a coupon so you can return old unit later for credit.

Plan No. 2 Send old generator prepaid, together with exchange price. (On exchanges you must send in the same type generator as the one you are purchasing.)

**28 X 1300**—For Model "A" and "AA" FORDS. 1928-31. (Long type.) Shipping weight, 19 lbs. . . . .**\$3.79**

With old generator. . . . .**\$2.79**

**28 X 1301**—For Model "T" and "TT" FORDS. 1919-27. Shipping weight, 18 lbs. . . . .**\$3.40**

With old generator. . . . .**2.45**

**28 X 1302**—For Chevrolets, 1926-32, Pontiac, 1926-31. Shipping weight, 22 lbs. . . . .**\$4.29**

With old generator. . . . .**2.79**

### Brand New DUROBILT Generators

**28 X 1321**—For Model "T" and "TT" FORDS, 1919-27. Complete with gear. Shipping weight, 20 lbs. . . . .**\$5.75**

**28 X 1323**—For all Model "A" and "AA" FORDS, 1928-31. With mounting bracket and pulley. Shipping weight, 21 lbs. . . . .**\$6.15**

**28 X 1322**—For Chevrolets, 1926-32, Pontiac, 1926-31. Shipping weight, 21 lbs. . . . .**\$6.15**

### Quality Brake Bands for Chevrolets

STOPLIGHT Woven	Model and Year	CROSS COUNTRY Super-Flex
<b>28 X 1802 \$1.29</b> Shpg. wt., 5 lbs. 9 oz.	Superior K-1925	<b>28 X 1808 \$2.15</b> Shpg. wt., 5 lbs. 6 oz.
<b>28 X 1803 \$1.49</b> Shpg. wt., 6 lbs. 11 oz.	Model V-VV 1926-27 and rear 1928	<b>28 X 1809 \$2.55</b> Shpg. wt., 7 lbs. 1 oz.
<b>28 X 1804 \$1.79</b> Shpg. wt., 6 lbs. 7 oz.	Model 1929 Rear only	<b>28 X 1810 \$2.75</b> Shpg. wt., 7 lbs.

Save 50% or More on These Chevrolet Brake Sets! Consist of two lined brake bands and 4 pieces of lining for front shoes, with rivets.

STOPLIGHT Woven	Model and Year	CROSS COUNTRY Super-Flex
<b>28 X 1813 \$2.35</b> Shpg. wt., 7 lbs. 14 oz.	1929 Models	<b>28 X 1815 \$3.15</b> Shpg. wt., 7 lbs. 12 oz.

**67c** For Mod. "A" Ford **DUROBILT Valves**  
 Buy a set! Chrome nickel steel (except for 28 X 3000) heat treated, with tip hardened.

For	Position	Cat. No.	Price Per Set	Shpg. Wt.
Ford "T"	Exh. & Int.	<b>28X3100</b>	4 for <b>29c</b>	15 oz.
Ford "T"	Exh. & Int.	<b>28X3101</b>	4 for <b>45c</b>	15 oz.
Ford "A"		<b>28X3102</b>	4 for <b>67c</b>	1 lb.
Chev. 4 1913 to Aug. 1927	Exh. & Int.	<b>28X3103</b>	4 for <b>55c</b>	15 oz.
Chev. Aug. 1927 and 1928	Exh. & Int.	<b>28X3104</b>	4 for <b>55c</b>	14 oz.
Chev. 6 1929	Exh. & Int.	<b>28X3105</b>	6 for <b>82c</b>	1 lb. 3 oz.
Chev. 6 1929-31	Intake	<b>28X3106</b>	6 for <b>82c</b>	1 lb. 3 oz.
Chev. 6 1930-31	Exhaust	<b>28X3107</b>	6 for <b>82c</b>	1 lb. 2 oz.

### **18c** DUROBILT Shock Absorber Link

For "A"- "B"- "V8" Fords '28-'34

Replaces vertical link between shock absorber arm and bracket on axle. Rubbers seal against dirt; stops noise and wear. Shpg. wt., 14 oz.

**28 X 7911 . . . . . 18c**

### Reliance King Bolt Sets

- ★ Made of extra tough high grade steel.
- ★ Carefully heat treated and case hardened.

Complete with bronze bushings and parts.

Cat. No.	Complete Sets	Price Set	Shpg. Wt. lbs. oz.
<b>28 X 4344</b>	For Ford "A" '28-31	<b>98c</b>	2 11
<b>28 X 4345</b>	For Ford "B4," "V8" '32-34	<b>98c</b>	2 10
<b>28 X 4346</b>	For Chev. '28-33; Pontiac 6 '28-32 After 204001; Pontiac 8 '33; GMC Truck T 1, 1 1/2 Ton '28-30	<b>63c</b>	2 4
<b>28 X 4347</b>	For Plymouth 4, '28-32; DeSoto 6, 8, '28-33; Chrysler 6 '30-33; Dodge 6, 8, '30-32	<b>98c</b>	2 10

SEARS SALE PRICE

**15c**

For Ford "A" and Chevrolet

~~30c~~  
VALUE

SEARS SALE PRICE

**8c**

For Ford 1917-1925

## America's Lowest Price ON FAN BELTS OF THIS QUALITY

Heavy duck outer cover, with strong, flexible, ply center embedded in live new rubber. Flat or "V" type according to car.

Cat. No.	Special Bargain Fan Belt	Shpg. Wt.	Sale Price Each
<b>28 X 2850</b>	Model "A" Ford 1928-31	10 oz.	<b>15c</b>
<b>28 X 2851</b>	Chevrolet 1926-'28	8 oz.	<b>17c</b>
<b>28 X 2852</b>	Chevrolet 1929-'32	9 oz.	<b>15c</b>
<b>28 X 2853</b>	Chevrolet 1933-'34	9 oz.	<b>19c</b>

### DUROBILT—Highest Quality Fan Belts

<b>28 X 2828</b>	Ford "A," "AA," "B," "BB" '28-'33	9 oz.	<b>28c</b>
<b>28 X 2811</b>	Chevrolet passenger and truck, '26-'28. Lgth. about 40 in.	8 oz.	<b>28c</b>
<b>28 X 2801</b>	Buick all 1929-30	8 oz.	<b>35c</b>
<b>28 X 2812</b>	Chrysler 6-60, 6-62, '26-'28	7 oz.	<b>29c</b>
<b>28 X 2805</b>	Buick Master Six '26-'27	4 oz.	<b>13c</b>
<b>28 X 2827</b>	Ford all regular, Model "T" 1917-'25	4 oz.	<b>8c</b>

### CROSS COUNTRY Super-Flex and Stoplight Woven Brake Lining

Priced way below Sears Big Catalog price for Mail Orders only for this great midwinter sale! Oil and moisture proof! Maximum braking action due to its special construction.

CROSS COUNTRY				STOPLIGHT		
Catalog Number	Sale Price	Width In.	Thick. In.	Catalog Number	Sale Price	Shpg. Wt. Per Foot
<b>28 X 1703</b>	<b>17c</b>	1 1/2	5/32	<b>28 X 1730</b>	<b>9c</b>	5 oz.
<b>28 X 1704</b>	<b>19c</b>	1 1/2	3/16	<b>28 X 1731</b>	<b>11c</b>	6 oz.
<b>28 X 1706</b>	<b>23c</b>	1 3/4	3/16	<b>28 X 1732</b>	<b>13c</b>	7 oz.
<b>28 X 1707</b>	<b>23c</b>	1 3/4	1/4	<b>28 X 1733</b>	<b>19c</b>	8 oz.
<b>28 X 1708</b>	<b>25c</b>	2	3/16	<b>28 X 1736</b>	<b>14c</b>	7 oz.
<b>28 X 1709</b>	<b>23c</b>	2	5/32	<b>28 X 1738</b>	<b>14c</b>	7 oz.
<b>28 X 1710</b>	<b>34c</b>	2	1/4	<b>28 X 1737</b>	<b>20c</b>	9 oz.
<b>28 X 1711</b>	<b>31c</b>	2 1/4	3/16	<b>28 X 1739</b>	<b>18c</b>	9 oz.
<b>28 X 1712</b>	<b>41c</b>	2 1/4	1/4	<b>28 X 1740</b>	<b>26c</b>	10 oz.
<b>28 X 1713</b>	<b>35c</b>	2 1/2	3/16	<b>28 X 1741</b>	<b>20c</b>	9 oz.
<b>28 X 1714</b>	<b>48c</b>	2 1/2	1/4	<b>28 X 1742</b>	<b>33c</b>	11 oz.

**21c**  
28 X 1893

### Stoplight Transmission Lining

- ★ For Model "T" and "TT" Fords
- ★ Regulation Lining, woven from long fiber cotton with special oil treatment. No grab or chatter.

Extra long wearing. Set of 3 pieces, with rivets. Shipping weight, 9 oz.

**28 X 1893**—Up to and including 1925. . . . .**21c**

**28 X 1894**—1926-1927. Shpg. wt., 10 oz. . . . .**25c**

### DUROBILT Piston Ring Sets

Furnished in Std., .0025, .005 and .010. State which is wanted, also state make, year, and model of your car. Sets consist of correct number of plain compression and oil regulating rings.

**28 X 3800**—For Model "T" Fords. Shpg. wt., 1 lb. 14 oz. . . . .**85c**  
**28 X 3725**—For Model "A" Fords. Shpg. wt., 1 lb. 5 oz. . . . .**85c**  
**28 X 3730**—For 4-cyl. Chev., 1917-27. Shpg. wt., 1 lb. 5 oz. . . . .**85c**  
**28 X 3731**—For 4-cyl. Chev., 1928. Shpg. wt., 1 lb. 5 oz. . . . .**85c**  
**28 X 3729**—For 6-cyl. Chev., 1929-32. Shpg. wt., 1 lb. 5 oz. . . . .**\$1.13**

**\$3.89**  
For Fords

### DUROBILT Cylinder Heads

**28 X 04735**—For Fords 1928-31. Shipping weight 34 lbs. . . . .**\$3.89**  
**28 X 05232**—For 1916-17 Chevrolet. Shpg. wt., 44 lbs. . . . .**\$6.45**  
**28 XM 05230**—For 1929 Chevrolet. Shpg. wt., 76 lbs. . . . .**\$9.95**  
**28 XM 05231**—For 1930-31 Chevrolet. Shpg. wt., 75 lbs. . . . .**\$10.25**

**85c**

For "A" Fords

### DUROBILT Carburetors \$2.85

For Ford

Give make, year, model and serial number of car.

**28 X 2405**—For Model "A" and "AA" Ford. Shpg. wt., 4 lbs. 14 oz. . . . .**\$2.85**

**28 X 2404**—For Chevrolet cars and trucks, 1924-28. Shpg. wt., 5 lbs. 9 oz. . . . .**\$4.49**

**28 X 2401**—Special for 1929-31 Chevrolet. Shpg. wt., 5 lbs. 4 oz. . . . .**\$3.75**



Sears Sale Price

**\$2<sup>59</sup>**

## SEARS SUPER VALUE 12-MONTH BATTERY



Brighten your lights! Pep up ignition! Sears SUPER VALUE Batteries gives you 12 FULL MONTHS OF SERVICE. 13 plates 4 $\frac{3}{4}$ x5 $\frac{5}{8}$ x $\frac{3}{64}$  in.—77 amp. hr. capacity. Sears lowest priced batteries! Shpg. wt., 41 lbs. **\$2.59**  
28 XM 27.....**\$2.59**  
28 XM 27F—For Ford Model "A" 1928-32 and "V-8," 1932..**\$2.59**  
28 XM 27C—For Chevrolet 6 (Reverse assembly) 1929-33.....**\$2.59**



## Famous CROSS COUNTRY

Reg. U. S. Pat. Off.

## 18 Month Battery

Compare With  
Any \$9.00 Battery

★ 13 Full size EXTRA DUTY plates 4 $\frac{3}{4}$ x5 $\frac{5}{8}$ x $\frac{3}{64}$  in.

★ Full S.A.E. rating 86 amp. hr. cap.

As fine a battery of standard construction as money can buy! GREATLY EXCEEDS ALL S.A.E. PERFORMANCE SPECIFICATIONS!

Starts your motor in zero weather with POWER TO SPARE. For all cars using 13-plate batteries. Shpg. wt., 41 lbs.

28 XM 73—For cars using 13 plate battery 9 in. long..**\$4.65**

28 XM 46—For all Fords 1928-32 inclusive.....**\$4.65**

28 XM 48R—For all Chevrolet 6 cyl. models.....**4.65**

See Page 100 for Easy Payments on Tires, Tubes and Batteries

Sears Sale Price  
**\$4<sup>65</sup>**

SEARS SALE PRICE

**10c**

PER QUART  
IN 54 GAL. DRUM

## 100% PURE PENNSYLVANIA OIL

Compare With Any  
30c Per Qt. Grade

All  
Prices  
for  
Mail  
Or-  
ders  
Only



★ 100% Pure Pennsylvania Oil  
★ Great heat resistance ★ Will not sludge

MORLIFE MOTOR OIL has all of the oiliness, toughness and heat resistance, that you expect in a pure Pennsylvania oil. Buy now during this great Sale. The 12 gal. drum is a handy size and makes an economical freight shipment.

State Grade Wanted.

28 XM 4470—S. A. E. 20 (Light Medium) 28 XM 4472—S. A. E. 40 (Heavy)

28 XM 4471—S. A. E. 30 (Medium) 28 XM 4473—S. A. E. 50 (Extra Heavy)

Prices include Fed. Tax of 4c a Gallon

Quantity	Shpg. Wt.	Price Gal.	Total Price	Shipped From
5-Gal. Can.	42 lbs.	45c Gal.	\$2.25	Mail
12-Gal. Drum	100 lbs.	44c Gal.	5.28	Order House
30-Gal. Drum	250 lbs.	42c Gal.	12.60	or Warehouse
54-Gal. Drum	450 lbs.	40c Gal.	21.60	Nearest You



**17c**  
Each

## Single Emergency Chains

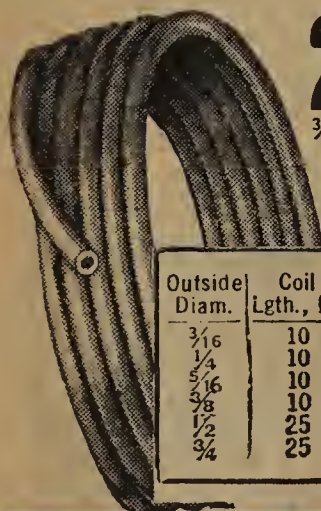
Travel anywhere in any kind of weather and be safe. Three or four on a wheel will pull you out; mud or snow. On or off in a jiffy! Buy them now at Sears low Sale Price! Shpg. wt., each single emergency chain 13 oz. Set of 6, 4 lbs. 12 oz.

For Wood or Wire Wheels

28 X 7657—For 4.40-4.50-4.75-4.96 tires. Single Emergency chain. Each.....**17c** Set of 6.....**96c**

28 X 7658—For 5.00-5.25-5.50-5.77 tires. Single Emergency chain. Each.....**20c** Set of 6..**\$1.14**

28 X 7659—For 6.00-6.20-6.50 tires. Single Emergency chain. Shpg. wt., ea. 15 oz. Set of 6, 5 lbs. 8 oz. Each.....**23c** Set of 6.....**\$1.32**



## 25c High Grade DUROBILT 3/16-In. Copper Tubing

- Soft annealed tubing
- For many uses
- Easy to Install

Outside Diam.	Coil Lgth., Ft.	Cat. No.	Price	Shpg. Wt. Lbs.	Oz.
3/16	10	28 X 7930	\$ .25	1	3
1/4	10	28 X 7931	.29	1	6
5/16	10	28 X 7932	.37	1	10
3/8	10	28 X 7933	.42	1	10
1/2	25	28 X 7934	1.39	4	10
3/4	25	28 X 7935	1.98	7	6

These Low Prices  
For Mail Orders  
Only



**\$6<sup>25</sup>**

## Cross Country Battery Booster

Charges Battery overnight—in your car! Complete with steering post socket and instructions. 110 volt 60 cycle A. C. only. Shpg. wt., 6 lbs.

28 X 7177—3 amp. booster. No meter.....**\$4.65**

28 X 7175—6 amp. charger, has indicating meter. Shpg. wt., 7 lbs. 2 oz. Illustrated..**\$6.25**



## Economy Cigar Lighter

Clamp to dash type. Press it to make it glow like hot coal. Removable head. Shpg. wt., 4 oz.

28 X 5555.....**11c**



**79c**

## Save 50% RELIANCE OIL FILTER

One full year of motor protection. Replacement for all popular filter equipped cars. State make, year, model and serial number of your car. Shpg. wt., 1 lb. 15 oz.

28 X 4665.....**79c**

28 X 4664—CROSS COUNTRY OIL FILTER. 12,000 miles protection Guaranteed.....**\$1.43**

## Adjustable License Plate Frames

Highly Polished Rustproof Chrome Steel.

28 X 5606—Shpg. wt., 7 oz. Pair

28 X 5604—Red Jeweled Bolts. Shpg. wt., 2 oz. Each.....**4c**

28 X 5605—Green Jeweled Bolts. Shpg. wt., 2 oz. Each.....**4c**

## Headlight Visors

Eliminates headlight glare.

Aluminum. Shpg. wt., 1 lb. 2 oz.

28 X 1587—Per pair.....**19c**

28 X 1584—Chromium plated.

Per pair.....**35c**

28 X 1585—Same as 28 X 1584 with red and green jewels. Shpg. wt., 1 lb. 2 oz. **49c**

## Transparent Celluloid

Replace your broken or discolored curtains now. .010 in. thick. Size 20x50 in. Shpg. wt., 2 lbs.

28 X 7358.....**63c**

28 X 7355—A better heavier grade.

Size, 20x50 in. .0125 in. thick. Shpg. wt., 2 lbs.....**72c**

## SAVE AT LEAST 40% ON SEAT COVERS



**\$1.00** For Coupes

• Keep upholstery clean  
Made of durable material in a pleasing allover pattern. Adjustable to all seat sizes. Blue, tan or green. State color wanted.

28 X 7470—For all 2 pass. Coupes. Shpg. wt., 1 lb. 11 oz. **\$1.00**

28 X 7471—For all Coaches or 2-Door Sedans. Shpg. wt., 2 lbs. 11 oz. **\$2.00**

28 X 7472—For all 5-pass. sedans. Shpg. wt., 2 lbs. 11 oz.....**\$2.00**

28 X 7473—Single drivers seat for coach. Shpg. wt., 11 oz.....**59c**

## FELT PAD AND FLOOR MATS

**21c**

38x40  
Inches



## Felt Draft Mats

Use under your rubber floor mat. Keeps out drafts. Wt., about 20 oz. Size, 38x40 in. Shpg. wt., 1 lb. 9 oz.

28 X 6521.....**21c**

28 X 6520—Better quality, heavier. Wt. about 34 oz. Size, 38x40. Shpg. wt., 2 lbs. 11 oz....**28c**

**39c**



## Rubber Floor Mats—Reduced!

Handsome, black rubber with non-slip raised floral design. Trim to size of your old mat.

28 X 6536—For Model "A" Fords. (For front). Shpg. wt., 4 lbs. 8 oz.....**39c**

28 X 6538—All other cars. 36-in. top, 43-in. bottom; 36-in. deep. (Front). Shpg. wt., 7 lbs. **39c**





Sale  
Closes  
Feb. 28,  
1935

**17c**  
EA.

In Sets  
of Four

## ENERGEX Spark Plugs

The World's Finest  
Low-Priced Spark Plug

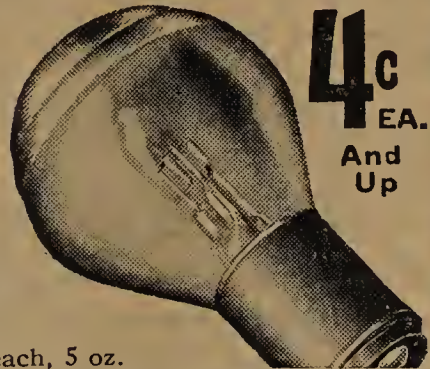
- Perfectly balanced porcelain. 2-Piece steel shell.
- Long-life electrodes.
- Leak-proof copper gaskets ... every important feature of many plugs selling for 35c to 50c apiece! State make, year and model of your car. Shpg. wt., each 4 oz.

**28 X 1415—Each... 18c**  
In sets of 4 or more.

Each... **17c**

**28 X 1400—Cross Country.** Our finest spark plug, guaranteed for 15,000 miles. Each... **38c**

In sets of 4 or more. Each... **37c**



**4c**  
EA.  
And  
Up

## GOLD CREST AUTO BULBS

New light on auto bulb values! NO need now to buy inferior imported bulbs when these high grade genuine AMERICAN MADE bulbs cost so little! Always keep a spare set handy for emergencies. Mazda bulbs Postpaid. Shpg. wt., of Gold Crest bulbs, each, 5 oz.

G. E. Mazda Postpaid	Each	Pair	Where Used	Regular Mazda No.	GOLD CREST Shpg. wt., 5 oz.	Each	Pair
28 X 1502	7c	12c	Tail Light	63	28 X 1650	4c	7c
28 X 1514	8c	15c	Dashlight	81	28 X 1651	5c	9c
28 X 1509	14c	26c	Headlight	1110	28 X 1652	10c	18c
28 X 1517	14c	26c	Headlight	1000	28 X 1653	10c	18c
28 X 1503	13c	24c	Headlight	1129	28 X 1654	10c	18c
28 X 1501	14c	26c	Headlight	1158	28 X 1655	10c	18c



### SCHRADER Valve Insides

A Bargain price on genuine Schrader valve insides. Box of 5. Postpaid.  
**28 X 1061... 16c**

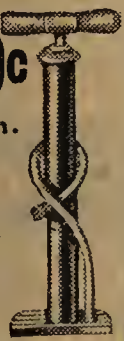
### ALLSTATE Patching Outfit

24-sq. in. of patching material and tube cement. Shpg. wt., 5 oz.  
**28 X 1038... 7c**



### Low Priced Tire Pump

- Black enameled steel barrel.
- Balloon type. **30c**
- 1 1/4 x 17 in. steel barrel. 18 in. rubber hose. Shpg. wt., 2 lbs. 3 oz.
- 28 X 1216... 30c**
- 28 X 1214—High quality pump.** Black enameled 1 1/4 x 18 in. steel barrel, 22 in. red rubber hose. Hardwood handle. Shpg. wt., 4 lbs. 7 oz. **82c**



### Double Screw Jack

Lifts from 5 1/4 to 12 3/4 in. Shpg. wt., 6 lbs. 5 oz.  
**28 X 1236 98c**

**Triple Screw Jack**  
Lifts from 5 to 13 3/4 in. Shpg. wt., 7 lbs. 14 oz.  
**28 X 1239 \$2.25**



## 39c DUROBILT Tire Reliners

- Made of gum-insulated cord fabric.
- Coated with high grade rubber cement.

At Sears low midwinter Sale price you save on these Durobilt Tire Reliners! Self-vulcanizing, and ready to use. Buy them to get added hundreds—possibly thousands—of miles from those old tires!

**28 X 1007—4.40-4.75 Reliner.** Shpg. wt., 3 lbs. 5 oz. **39c**  
**4.95-5.50 Reliner.** Shpg. wt., 3 lbs. 14 oz. **45c**



# RADIATORS

These Low Prices  
for Mail  
Orders  
Only



SEARS SALE PRICE

**\$4.89**

1917-1923  
MODEL "T" FORD

- ★ Bronze core—5/16 in. cells.
- ★ 52 to 57 free-flowing water channels.
- ★ For passenger cars only.

Guaranteed for 12 full months against damage from freezing. Strong brass tank. Leak-proof. Without shell or cap. Be sure to state year and model.

### FOR CHEVROLETS

**28 X 09336—1923-24.** Shpg. wt., 27 lbs. **\$5.45**

**28 X 09348—1925 to 1928.** Shipping weight, 32 pounds. **\$7.35**

**28 X 09349—1929-32.** Shipping weight, 32 pounds. **\$8.19**

### FOR MODEL "A" FORDS

Reliance cellular type. Will not clog.

**28 X 09320—1928-29.** Shipping weight, 29 pounds. **\$7.49**

**28 X 09321—1930-31.** Shipping weight, 28 pounds. **\$8.65**

### FOR MODEL "T" FORDS

A tubular type radiator, with all copper fins and tubes.

**28 X 09318—1917-23.** Height, 22 in. Shipping weight, 22 pounds. **\$4.89**

**28 X 09319—1924-27.** Height, 23 1/2 in. Shipping weight, 22 pounds. **\$5.95**

### Radiator Stop Leak

A special Sale price on our finest, Cross Country radiator compound. Stops leaks in a hurry—safely! Shipping weight, 1 lb. 8 oz.

**28 X 6400**  
1/2 pint can. **31c**



### Radiator Flush

Quickly removes slush, rust and scale from radiator and cooling system. Shpg. wt., 9 oz.

**28 X 6406**  
6 oz. can. **7c**



**Twin  
Horns  
\$2.59**

Powerful twin horn with chromium plated trumpets, black satin finished base. Length 11 1/2 in. Width 5 1/8 in. Shpg. wt., 7 lbs. 6 oz.

**28 X 1610... \$2.59**



**PERFECTION  
Fender Flaps  
38c**

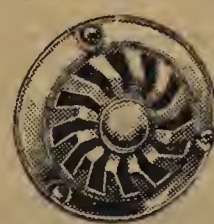
Black moulded rubber, in a rich, glossy finish. Fit snug. Require no holes in fender. Shipping weight,

per pair, 2 lbs. 4 oz.  
**28 X 5580... 38c**

### Economy Fender Flaps

A serviceable low priced flap similar to above but not moulded or lacquered. Metal clips for fastening. Shpg. wt., 1 lb. 6 oz. Not Illustrated.

**28 X 5579... 21c**

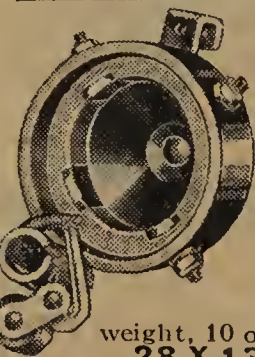


**69c MICRO  
Disc  
Horn**

Black Biggest horn value we have ever offered. Powerful 5 1/4 in. disc type—Chromium plated.

Shpg. wt., 2 lbs. 4 oz.

**28 X 1600... 77c**  
**28 X 1611—Same as above**  
except black enamel finish. **69c**



**Roller Contact  
Timer  
20c**

For "T", "TT" Fords and Fordsons Hard, wear-resisting roller and steel contacts. Shipping

weight, 10 oz.  
**28 X 1380... 20c**  
**28 X 1385—Toledo Short-proof Type.** Moulded case, smoothly ground contacts, removable cover. Shipping weight, 9 oz. **33c**

## SAVE 50% ON TOP MATERIAL

Genuine  
Weather-proof



**50c** And  
Up  
PER YD.

- Heavy rubber-covered cotton fabric with heavy protecting coat of varnish. Guaranteed to give long and satisfactory service.

### For Open Car Tops

**28 X 07394—Single ply pebble grain.** Black back. Width, 54 inches. Shipping weight, per yard 2 lbs. 8 oz. **50c**

### For Closed Car Tops

**28 X 07390—Finest double texture cloth with heavy rubber coating.** Cobra grain. Width 64 inches. Shipping weight, per yard 3 lbs. 11 oz. Per yard. **\$1.05**

**28 X 07392—Standard single texture, cobra grained.** A fine intermediate quality. Width 64 inches. Shipping weight, per yard, 3 lbs. 4 oz. Per Yard. **78c**

## PEERLESS TOPS FOR OPEN FORDS

**\$3.29**  
And Up

Made from high grade leather grain rubber-covered material with glass rear window in Model "A" and celluloid window in Model "T" tops. Tailored to fit perfectly. Complete with fasteners. State model and year of car when ordering. Black only for standard models. Not for sport models or pick-up trucks.

**28 X 7308—For Model "T" Roadster, 1915-27.** Shipping weight, 6 lbs. 14 oz. **\$3.29**

**28 X 7309—For Model "T" Touring, 1915-27.** Wt., 10 lbs. **4.59**

**28 X 07316—For Model "A" Roadster, 1928-31.** Wt., 10 lbs. **4.19**

All Prices for  
Mail Orders Only

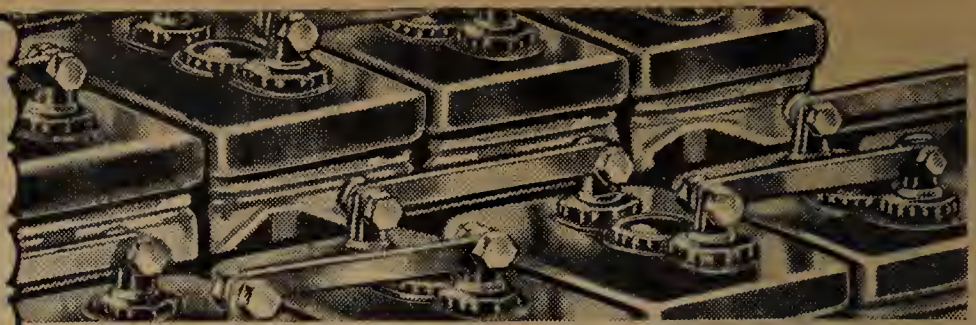
SEARS, ROEBUCK AND CO. 105



# GUARANTEED 5 YEARS . . .

We GUARANTEE POWERMASTER Light Plant Batteries to deliver a minimum of 5 years of satisfactory service. If, after having received reasonable care and attention, your POWERMASTER Battery should fail to give you 5 full years of service, we will replace it on a service basis, charging you only for the time it has been in your possession.

Sears, Roebuck and Co.



## Powermaster

Reg. U. S. Pat. Off.

### LIGHT PLANT BATTERIES

- ★Extra large deep jars, 14 $\frac{3}{4}$  in. high, hold more electrolyte—more sediment space. Better circulation.
- ★Solid lead connector bars—less resistance between cells.

- ★Sliced Port Orford cedar separators stay straight and firm.
- ★Extra large heavy duty plates—longer life—better service.
- ★Every cell passes 55 factory inspections. Guaranteed perfect.

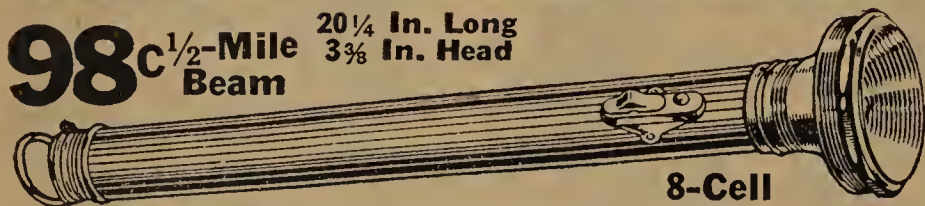
We've cut the price for this sale only! Now you can install a POWERMASTER Light Plant Battery and forget your lighting worries. Delivers steady brilliant light and abundant electric power up to rated capacity. Big rugged plates and oversize separators hang from heavy white porcelain covers. Troublesome bridges and plate supports are eliminated. Everything in the POWERMASTER is over-size to insure extra service. POWERMASTERS ARE ALSO SOLD ON EASY PAYMENTS. See page 43. Shipped fully charged complete with connector bars from warehouse at Kansas City, Mo. Order from Dallas. Send for FREE catalog D8719X showing complete line of Farm Light Plants.

#### Regular Plate Size, 5 $\frac{1}{2}$ x5 In.

	No. of Plates	Ampere Hour Rating	Max. Daily Watt Hour Discharge		Shpg. Wt., Lbs.		Cash Price	
			32-Volt	110-Volt	32-Volt	110-Volt	32-Volt	110-Volt
20 XM 1840	9	112	480	1680	605	2150	\$61.95	\$189.95
20 XM 1841	11	140	600	2100	690	2420	74.95	235.00
20 XM 1842	13	168	720	2420	800	2800	88.95	289.00

#### Extra Heavy Duty Plate Size, 6 $\frac{1}{8}$ x7 In.

	No. of Plates	Ampere Hour Rating	32-Volt	110-Volt	Shpg. Wt., Lbs.	Cash Price
20 XM 1843	11	210	900	3150	850	\$105.00
20 XM 1844	13	252	1080	3780	1000	\$120.00
20 XM 1845	15	294	1260	4410	1350	\$134.00



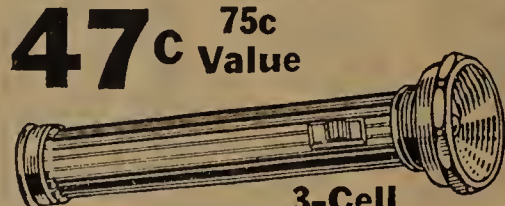
**98c** 1 $\frac{1}{2}$ -Mile Beam  
20 $\frac{1}{4}$  In. Long  
3 $\frac{3}{8}$  In. Head

8-Cell

The Most Powerful Flashlight Ever Built

Focusing type, 8-cell flashlight. Heavy brass case, nickel plated. With 8 batteries and Mazda bulb. Shpg. wt., 3 lbs. 3 oz.

20 X 1756.....98c  
20 X 1383—5-cell. 1500-foot beam. 14 $\frac{3}{4}$  in. long. 3 $\frac{3}{8}$  in. head. With batteries and bulb. Shpg. wt., 3 lbs. 4 oz.....78c



1000-Ft. Beam

**47c** 75c Value

Nickel plated, heavy brass case. Focusing type. Dependable switch. 2 $\frac{1}{2}$ -inch head. 9 $\frac{1}{4}$  inches long. Complete with batteries and bulb. Shpg. wt., 1 lb. 4 oz.

20 X 1369.....47c



2-Cell

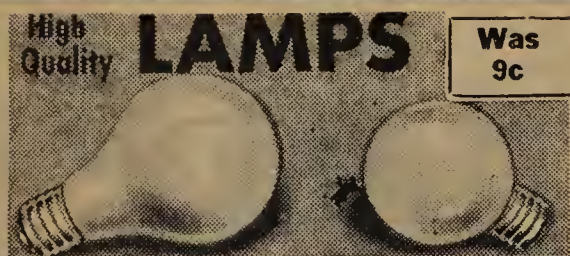
500-Ft. Beam

**25c** Was 35c

2-cell focusing type—nickel plated. 2 $\frac{1}{4}$ -in. head. 6 in. long. Complete with batteries and bulb. Shpg. wt., 14 oz.

20 X 1381.....25c

## Electrical Goods BARGAIN COUNTER Your Choice 8C Any 10 for 75c



Was 9c

EACH **8c** 10 FOR **75c**

### 115-Volt HI-GLO Lamps

American made quality at imported lamp prices. Postpaid.

	Watts	Frosted	Each	10 for
20 X 6969	7 $\frac{1}{2}$	Outside	8c	75c
20 X 6970	15	Inside	8c	75c
20 X 6968	30	Inside	8c	75c
20 X 6972	60	Inside	8c	75c

### Colored Lamps—Coated

Furnished in Ivory, Green, Flametint, Amber, Rose, Red or Blue. Specify color.

20 X 6971 | 30 | Outside | 8c | 75c

(A) Two Visible Glass Top Fuses. Blown fuse easily found. Has color indicator. 6-10-15 amp. are hexagonal; 20-25-30 amp. are round. State size wanted. Can be assorted. Shpg. wt., 6 oz.

20 X 6325—2 for.....8c

(B) Two Unbreakable Rubber Plugs. Shockproof. Handle cap type. Flexible—can be stepped on without breaking. Shpg. wt., 4 oz.

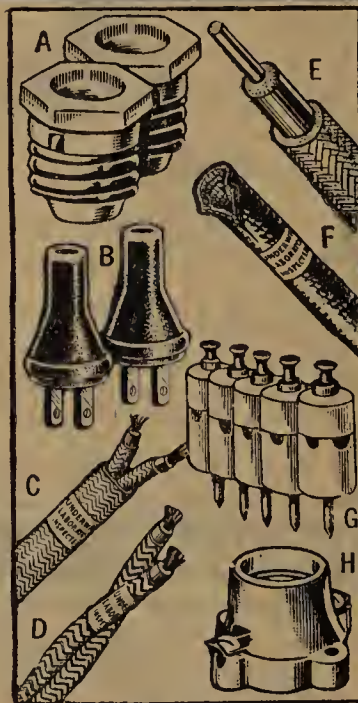
20 X 6619—2 for.....8c

(C) 8 Feet of Rayon Covered Lamp Cord. 18-gauge wire. Listed as Standard by Underwriters' Laboratories. Colors, Brown, Green, White, Maroon or Old Gold. State color. Shpg. wt., 8 ft., 4 oz.

20 X 6682—8 ft. for...8c

(D) 8 Feet of Twisted Cotton Cord. Two 18-gauge stranded copper wires. Rubber insulation with Green and Yellow covering. Polarized. Listed as Standard by Underwriters' Laboratories. Shpg. wt., 8 ft., 6 oz.

20 X 6793—8 ft. for...8c



(E) 12 Feet of "Safecote" Insulated Wire. Copper 14-gauge wire, heavily insulated. Flame and moisture-resistant. Wax finish. Shpg. wt., 6 oz.

20 X 6782—Black  
20 X 6803—White  
12 ft. for.....8c

(F) 4 Feet of Flexible Non-Metallic Loom. Resists moisture. Smooth interior; wires slide easily. Listed as Standard by Underwriters' Laboratories. Takes 14, 12, 10 or 8-gauge wires. Shpg. wt., 4 ft., 4 oz.

20 X 6580—4 ft. for...8c

(G) Five Glazed Porcelain Split Knobs. For installing open wiring. No. 5 $\frac{1}{2}$  size; each complete with a tenpenny coated nail and leather washer. Shpg. wt., 1 lb. 2 oz.

20 X 6857—5 for.....8c

(H) Glazed Porcelain Receptacle. Standard base receptacle for mounting on any flat surface with screws or nails. For use with open wiring. Shpg. wt., 8 oz.

20 X 6537—Each.....8c



3-Ft. Armored Cable. 14-ga.; 2 wires. Shpg. wt., 1 lb. 4 oz.  
20 X 6575—3 ft. for **8c**  
100 ft. for...\$2.65

3 Squeeze Connectors. Cadmium plated, for armored cable. Shpg. wt., of 3, 8 oz.  
20 X 6716—3 for...**8c**

Switch or Receptacle Box. Removable sides for joining with other boxes. Knockouts for  $\frac{1}{2}$ -in. conduit. Shpg. wt., 14 oz.  
20 X 6658 **8c**  
Each.....8c

Toggle Switch. Single pole type. 10-amp., 125-volt. Shpg. wt., 14 oz.  
20 X 6627—Ea. **8c**  
20 X 6671—Brown Bakelite Plate for above. Shpg. wt., 4 oz. Ea. **8c**

Duplex Wall Outlet. Two outlets in one. Shpg. wt., 4 oz.  
20 X 6873—Ea. **8c**  
20 X 6885—Brown Bakelite Plate for above. Shpg. wt., 4 oz. Ea. **8c**

$\frac{3}{4}$ -In. Friction or Rubber Tape. 4-oz. roll. Shpg. wt., 6 oz.  
20 X 6551  
Friction Tape.  
20 X 6550  
Rubber Tape. **8c**  
Each.....8c





**Sears**  
**SALE PRICE**  
**\$34<sup>45</sup>**  
**CASH**  
**COMPLETE OUTFIT**

**\$8<sup>55</sup>**

**\$15<sup>65</sup>**  
**Cash**

**WAS \$45<sup>25</sup>**  
**CASH**

**\$10<sup>50</sup>**

### A New Bathroom Costs Little Here

Lower prices—guaranteed finest quality Aristocrat enamelware. Beautiful chromium plated brass fittings. You can't buy better quality. Outfit includes 3 pieces illustrated above. Shipped from Dallas or Houston. Send order to city nearer you. Shipping weight, 517 lbs. Use your credit—buy on terms.

**42 XM 4931**—Outfit complete, less supply pipes. Cash Price. **\$34.45**  
Easy Payment Price (\$4 down, \$5 a month).... **\$37.95**  
Use Easy Payment side of Order Blank enclosed.

#### Bathtub—(5 Feet Long.)

Width, 30 in. White porcelain enameled inside; painted outside. Chromium plated bath faucet with tailpieces, waste and overflow. Iron pipe connection. Shpg. wt., 335 lbs. For chromium plated supply pipes to floor add \$1.35. **\$15.65**

**42 XM 4413**—Complete, less supply pipes. **\$15.65**

#### Closet Outfit

Sanitary siphon washdown, white vitreous china tank and bowl. Brass flushing mechanism. Mahogany finish seat. For chromium plated supply pipe to wall or floor (state which is wanted) add 45c. Shpg. wt., 115 lbs. **\$10.50**

**42 XM 4714**—Complete. **\$10.50**

#### Lavatory—(Size 19x17 In.)

Low 4½-in. back and deep apron. White porcelain enameled. With single stream faucet and iron pipe connection. For chromium plated supply pipes to wall or floor (state which is wanted) add \$1.35. Shpg. wt., 77 lbs.

**42 XM 4606**—With trap to wall, less supply pipes. (With trap to floor, add 50c)..... **\$8.55**

## Dependable Range Boilers



Formerly **\$6<sup>85</sup>**

Galvanized inside and outside. Strong, sturdy, well made. All taps threaded perfectly straight, assuring alignment of pipes and easy installation.

Prices for range boilers complete include stand, cold water tube and four couplings threaded for ¾-in. pipe. Prices for range boilers only, do not include stand or fittings. State size. Standard weight range boilers guaranteed for 85 pounds working pressure; extra heavyweight guaranteed for 150 pounds.

For Easy Payments see page 43.

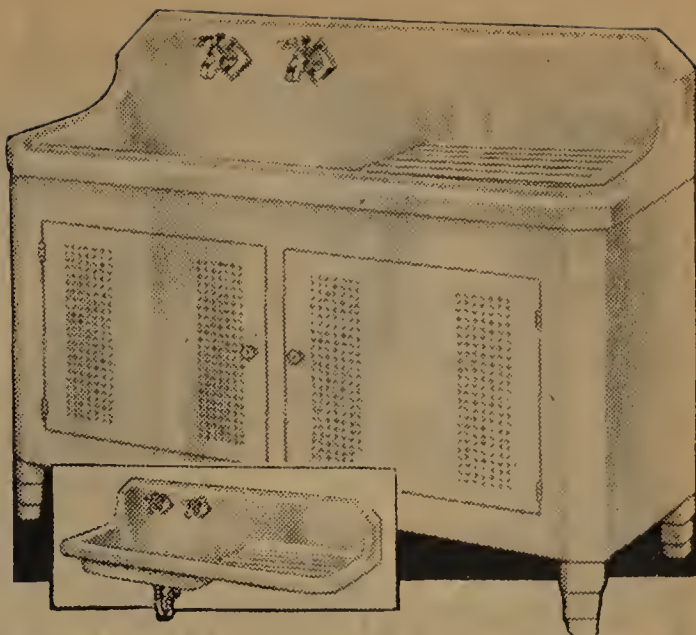
#### Standard Weight

Approximate Cap., Gal.	Size In.	Electrically Welded				Riveted and Welded			
		42 XM 2506 Range Boilers Complete		42 XM 2502 Range Boilers Only		42 XM 2516 Range Boilers Complete		42 XM 2512 Range Boilers Only	
		Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each
30	12x60	78	\$8.85	69	\$6.55	84	\$9.45	73	\$7.55
40	14x60	94	\$12.15	85	\$10.55	94	\$12.55	83	\$10.75

#### EXTRA HEAVYWEIGHT

		42 XM 2508	42 XM 2504	42 XM 2517	42 XM 2513
30	12x60	101	\$10.95	92	\$8.75
40	14x60	111	\$13.85	102	\$11.65
				105	\$11.35
				113	\$13.85
				94	\$9.25
				102	\$12.45

**ONLY**  
**\$25<sup>95</sup>**  
**CASH**  
**With Trap to Wall**  
**WAS FORMERLY**  
**\$28<sup>95</sup>**  
**Sears DELAWARE**  
**CABINET SINK**



- Lower than our Big Catalog Prices
- Roomy, space-saving cabinet.
- Genuine-Aristocrat enamelware—the finest quality made.

Heavy cast iron coated with gleaming white porcelain enamel. Equipped with step-saving, space-saving all steel cabinet, finished in white lacquer which has two large compartments. Adds to kitchen storage space.

The sink has an 8-in. back and is 6 in. deep. Length overall, 42 in. Size of sink, 22x20 in. Drainboard, 20x20 in.

All fittings—indexed faucets—tubular trap—4½ in. strainer, and iron pipe connection—are of heavy brass, chromium plated. Shipped from Dallas or Houston. Send order to city nearer you.

Order pipe and other materials for the installation. Use your credit. See page 43 for terms. Shpg. wt., complete 237 lbs. Sink only 164 lbs.

**Sink and Cabinet, Right Hand Drainboard.**

**42 XM 4380**—With trap to wall. **\$25.95**

**42 XM 4382**—With trap to floor. **26.50**

**Sink and Cabinet, Left Hand Drainboard.**

**42 XM 4381**—With trap to wall. **\$25.95**

**42 XM 4383**—With trap to floor. **26.50**

**Sink Only. Right Hand Drainboard.**

**42 XM 4366**—With trap to wall. **\$13.65**

**42 XM 4368**—With trap to floor. **14.20**

**Sink Only. Left Hand Drainboard.**

**42 XM 4367**—With trap to wall. **\$13.65**

**42 XM 4369**—With trap to floor. **14.20**

### Heavyweight Lift Pump

- Guaranteed for walls up to 60 ft.
- 4-ft. galvanized set length.
- 3x10-in. cylinder.

It's a bargain at this price!

For wells less than 25 ft. deep, order 1¼-in. galvanized pipe to reach to lowest water level. For wells more than 25 ft. deep, with cylinder extended into water, add 20c per ft. for galvanized pipe and rod, to make complete outfit. For shpg. wt., add 2 lbs. 8 oz. per ft. of extension. Sold with other goods on Easy Payments. See page 43. Shpg. wt., 68 lbs.

**42 XM 2353**

With iron cylinder

..... **\$5.65**

With brass-lined cylinder..... **\$6.65**

**42 XM 2355**

Pump Standard Only. Without

pipe, cylinder or pump rod. Tapped

1¼-in. Shpg. wt., 41 lbs. .... **\$3.35**

**\$1<sup>49</sup>**

**Up**

**Pitcher Spout Pump**

For wells or cisterns up to 20 ft.

deep. Heavy cast iron, painted red,

with 3-in. cylinder. Takes 1¼-in. pipe.

Adjustable head. Shpg. wt., 21 lbs.

**42 X 2370**

With iron cylinder..... **\$1.49**

**42 X 2371**

With brass-lined cylinder. **\$2.15**

**\$2.15**

**SAVE on PIPE**

Average lgth. 20 ft., 6 in. Both ends

threaded; with one coupling. Shorter

lgths., threads extra as below

In-side Diam. In.

Shpg. Wt., Per Ft.

42XM1200 Black

Per Ft. 100 Ft.

42XM1201 Galvanized

Per Ft. 100 Ft.

Threads Extra Each End

1/4 . 6 4c \$3.77 5½c \$5.40 5c

3/8 . 8 4c 3.77 5½c 5.40 5c

1/2 . 12 5c 4.86 6¼c 6.05 5c

3/4 1 . 6¼c 6.08 7¼c 7.44 5c

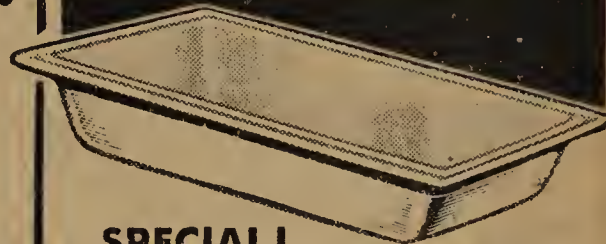
1 1 8 8¾c 8.51 10½c 10.30 7c

1¼ 2 4 11¾c 11.51 14¼c 14.10 7c

1½ 2 8 14c 13.78 17c 16.90 9c

2 3 6 18¼c 18.53 22¼c 22.70 22c

### FLAT RIM SINKS



#### SPECIAL!

Acid-resisting porcelain enameled sink of extra durable heavy gauge steel. Underside is glazed finish. If wanted with strainer and tailpiece add 55c.

Shipped from Dallas or Houston. Send order to city nearer you.

**42 X 6200**—State size wanted.

Size, in.. 24x16 30x18 30x20

Shpg. wt., lbs. 26 28 30

Each..... **\$3.19 \$3.49 \$3.98**

### Heavy Cast Iron Sinks

Porcelain enameled inside. Outside is black burned-on ground coat; easy to paint. For strainer and tailpiece add 55c. For Easy Payments see page 43.

**42 X 4270**—State size wanted.

Size, in.. 24x16 30x18 30x20

Shpg. wt., lbs. 51 72 75

Each..... **\$3.49 \$3.69 \$4.45**

### Blue Flame Oil Heater

—Four seamless copper coils. Cast iron door and jacket.

—Glass tank holds about 1 gallon.

—Wick burner uses kerosene vapor.

—Adjustable flame.

**NOW!**

**\$14<sup>65</sup>**

Formerly \$16.45!

Heats 125 to 150 gal.

to bath temperature

on 1 gal. fuel. Instant

lighting. Smokeless; odorless.

Can be left burning

constantly on low flame so

warm water is always on

tap. For 30-gal.

range boiler. Listed by

Underwriters' Laboratories

and Good Housekeeping

Institute. Water connections,

¾-in. Shpg. wt., 48 lbs.

**42 X 2573**—Height,

26 in. .... **\$14.65**

**42 X 2574**—Wicks for above

heater only. Shpg. wt., 4 oz.

Each..... **43c**

**SEARS, ROEBUCK & CO. 107**



Sears Sale Price  
2 to 3 Feet

**22c** Each  
POSTPAID  
Worth ~~40c~~

## The Finest Peach Trees Grown

### Plant Peach Trees Now

You can't buy better peach trees than those produced by our nurserymen. They have strong roots, straight trunks and well balanced tops. Inferior trees at lower prices usually prove to be a bad bargain. It pays to buy the best! Peaches are the South's best paying fruit crop. Here are the varieties best adapted to Texas conditions. Plant trees 18 feet apart.

**Alexander:** Large; Red; sweet and juicy. Ripens in May.

**Mayflower:** Earliest peach. Freestone. Ripens in May.

**Early Wheeler:** Best for early market. Ripens late May.

**Honey:** Medium size; flesh creamy white, juicy. Ripens May.

Suitable for planting in the Gulf Coast region.

**Mamie Ross:** Large white and red semi-cling. June.

**Governor Hogg:** Large white, semi-cling with blush; tender, juicy, highly flavored. Ripens in June.

**Early Elberta** (Freestone): Very large; few days earlier than Elberta. Ripens about July 10.

**Elberta:** The most popular variety. Standard for either shipping or canning. Bears regular and heavy crops of large yellow freestone fruit, ripening in July.

**Elberta Cling:** Similar to Elberta, except a cling.

**Texan:** One of the finest eating peaches ever grown. Juicy, sweet and of delicious flavor. Ripens early in July.

**General Lee** (Cling): Sure and prolific. Large, round; skin creamy white mottled with red. Ripens in July.

**Indian Cling:** Dark Brown cling with deep red veins; flesh dark red; juicy. Ripens in August.

**Belle of Georgia** (Freestone): Very large in size, golden yellow. Ripens about August 10 to 15.

**Henrietta** (Cling) A deep yellow cling. Ripens in September.

**Stinson:** One of the best late peaches. Large, white with red cheeks. Ripens late in September.

We can also furnish J. H. Hale, Hobson Cling, Leona (a native variety), Minnie Stamford and Krummel.

State Variety wanted. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 112	2 to 3	22c	\$0.98	\$1.89
71 X 113	3 to 4	29c	1.35	2.49
71 X 114	4 to 6	39c	1.79	3.45



### Eastern Varieties of Pecans

Adapted for planting east of Dallas.

**Success:** Large nut; thin shell, plump kernel, fine flavor.

**Stuart:** Splendid quality. Large nut, medium thin shell.

**Delmas:** Large to very large; shell moderately thin.

**Schley:** Thin shelled nuts; Kernel of good quality.

State Variety Wanted. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 302	2 to 3	\$0.89	\$4.29	\$7.29
71 X 303	3 to 4	1.10	4.98	8.95

### Western Varieties of Pecans

Adapted for planting west of Dallas. Higher in price on account of the difficulty of propagating them.

**Burkett:** One of the best varieties for West Texas. Medium size; well filled nuts. Good flavor and very prolific.

**Halbert:** Good for black waxy land. Should not be set in East Texas; early. Medium size; very thin shell.

State Variety Wanted. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 312	2 to 3	\$1.23	\$5.89	\$10.25
71 X 313	3 to 4	1.45	6.79	12.98

### English Walnut Trees

Perfectly hardy throughout the South. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 342	2 to 3	\$0.95	\$4.39	\$8.49
71 X 343	3 to 4	1.35	5.95	10.50

### Almond Trees

Texas Prolific, especially adapted to Texas. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 322	2 to 3	\$0.95	\$4.39	\$8.49
71 X 323	3 to 4	1.19	5.50	10.25

The Nursery Stock on Pages 108 and 109, except strawberry plants, may be included in a Home Modernization Loan —up to 3 years to pay. See Page 42.

Strong  
Root  
Systems

**GUARANTEE.** We guarantee our nursery stock, seeds, bulbs and plants true to name, with the explicit understanding that should any prove not true to name, we will return the money paid or replace it with other stock. We are not liable for damage beyond this. If any stock is damaged in transit or unsatisfactory for any reason whatever, notify us within fifteen days and we will replace the stock or return your money.

### Buy Quality

## SOUTHERN GROWN NURSERY STOCK At SEARS MONEY SAVING PRICES

1. Shipped direct to you from nursery near Dallas. POSTPAID.
2. Finest Quality, Texas Grown.
3. Guaranteed true to name and to reach you alive and in good condition.
4. Inspected and certified by State Department of Agriculture.

All Prices on Pages 108 to 115 inclusive—  
Good until June 1, 1935



Pear Trees  
2 to 3 FT.  
**29c** EA.  
POSTPAID

Plum Trees  
2 to 3 FT.  
**29c** EA.  
POSTPAID

Apricot Trees  
2 to 3 FT.  
**29c** EA.  
POSTPAID

Apple Trees  
2 to 3 FT.  
**24c** EA.  
POSTPAID

## Fruit Trees for Yard or Orchard

### Pear Trees

Another money maker in the South. Brings good profits. Plant 20 to 25 feet apart.

**Bartlett:** Large; rich flavor.

**Kieffer:** Fine for cooking, canning and market. Large yellow.

**Duchess:** Juicy, excellent flavor.

**Leconte:** Flesh white, juicy, firm.

**Pineapple:** Perhaps the most valuable for extreme southwest. Practically blightproof.

**Seckel:** Commonly called the "Sugar" pear. Deliciously sweet.

State Variety Wanted. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 122	2 to 3	29c	\$1.35	\$2.49
71 X 123	3 to 4	39c	1.79	3.45
71 X 124	4 to 6	49c	2.19	3.98

### Plum Trees

Easy to grow; bear early and yield heavily. Set 18 feet apart.

**America:** Big, yellow, fine cooking variety.

**Abundance:** Yellow flesh.

**Burbank:** Large; greenish yellow.

**Gold:** Yellow with some red.

**Satsuma:** Purplish red; firm.

**Wild Goose:** Large; deep red.

**Shiro:** Yellow; delicious flavor.

**Gonzales:** Large. Tasty.

**Wickson:** Large dark red plum.

**Bruce:** Does well practically anywhere in Texas. Large red, early.

**Compass:** Cross between cherry and plum. Red. Good flavor.

State Variety Wanted. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 142	2 to 3	29c	\$1.35	\$2.49
71 X 143	3 to 4	39c	1.79	3.45
71 X 144	4 to 6	49c	2.19	3.98



### Prune Trees

#### Improved French:

The standard commercial drying prune, also very delicious when eaten ripe. An excellent quality. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 152	2 to 3	45c	\$1.98	\$3.49
71 X 153	3 to 4	55c	2.45	4.49
71 X 154	4 to 6	65c	2.95	5.49

### Apple Trees

The best varieties for Texas. Set 30 to 40 ft. apart.

**Delicious:** Large, handsome, late fall. Widely planted.

**Red June:** One of the best early apples. Ripens in summer.

**Texas Red:** Excellent quality summer apple; abundant bearer.

**Early Harvest:** Medium size; pale yellow, juicy, slightly acid.

**Arkansas Black:** Dark Red. Flesh fine grained and juicy.

Keeps well, bears quite young. State Variety Wanted. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 102	2 to 3	24c	\$1.10	\$1.98
71 X 103	3 to 4	34c	1.59	2.79
71 X 104	4 to 6	44c	1.98	3.79

### Apricot Trees

Bear early; set 18 ft. apart.

**Cluster:** Fruit yellow.

**Moorpark:** One of the largest; Orange red, juicy; rich flavor.

**Brady:** Especially valuable for West Texas; quality excellent.

**Early Golden:** One of the finest early apricots.

State Variety Wanted. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 132	2 to 3	29c	\$1.35	\$2.49
71 X 133	3 to 4	39c	1.79	3.35
71 X 134	4 to 6	49c	2.35	4.25

### Plumcot Trees

Valuable new fruit. Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
71 X 212	2 to 3	45c	\$1.98	\$3.49
71 X 213	3 to 4	55c	2.45	4.49
71 X 214	4 to 6	65c	2.95	5.49



### Persimmons

The demand for these is constantly increasing.

**Tane Nashi:** The best known and most popular variety; large. Early bearer, early ripening and productive. Delicious fruit. Postpaid.

Cat. No.	Size Feet	Each	Five Trees	Ten Trees
71 X 232	2 to 3	49c	\$2.35	\$4.25
71 X 233	3 to 4	59c	2.89	5.45





## Enough Fruit for the Family

**6 TREES FOR**  
**\$1.89**  
POSTPAID

**\$2.50 Value**

The trees are grown under the strict supervision of experienced nurserymen and are the best that can be produced. They are carefully inspected and are guaranteed to be healthy and free from disease. A certificate of the Dept. of Agriculture accompanies all shipments.

This special assortment is made up of:

1 Apple Tree      1 Plum Tree  
1 Apricot Tree    1 Pear Tree  
2 Peach Trees

Your choice of varieties. Make selection from Page 108 and be sure to specify varieties on your order. All trees, 3 to 4 ft. tall. Shipped from Nursery near Dallas. Postpaid.  
**71 X 401—6 Trees for only . . . \$1.89**



## STRAWBERRIES—Sturdy Plants

### Fresh Dug Plants

Strawberry plants produce large crops quickly and Texas grown fruit brings big prices in the Northern Markets.

### Standard Varieties

**Blakemore:** This new outstanding early bearer was originated at the U. S. Plant Field Station and is highly recommended to southern growers. Large, bright red berries.

**Excelsior:** Berries deep dark red, very glossy and attractive. The earliest spring bearing strawberry grown.

**Lady Thompson:** The money making strawberry for the Southern States. Medium early.

**Imp. Klondyke:** One of the most largely grown varieties in the South. Berries ripen evenly and have good quality. Medium early.

**Aroma:** A late variety with a constantly widening field. The fruit of this variety is very large and bright red to the center.

### Everbearing Varieties

**Progressive:** Strong large plants producing fruit of fine flavor and firm texture. One hundred plants will give enough berries throughout the season for the average family.

**Mastodon:** A great new berry. The largest and most productive of the everbearers. Sweet, highly flavored, and a good shipper.

State Variety Wanted. Shipped from nursery near Dallas. Postpaid.

Catalog No.	Name	50 Plants	100 Plants	250 Plants	500 Plants
71 X 526	Standard Varieties . . . . .	59c	\$0.85	\$1.59	\$2.98
71 X 506	Progressive . . . . .	85c	1.39	2.89	4.25
71 X 514	Mastodon . . . . .	98c	1.59	3.25	5.98

## Blackberries and Raspberries

**Dallas:** Blackberry; Large, juicy, sweet.  
**McDonald:** Plant Dallas or Austin nearby to pollinate flowers.

**Robinson:** Blackberry. Late, best canner.  
**Austin Dewberry:** One of nature's most luscious berries.

State Variety Wanted. Postpaid.

Any of Above	10 Plants	25 Plants	50 Plants	100 Plants
71 X 670	35c	75c	\$1.39	\$2.69

**Thornless Dewberry:** Similar to Austin; bears well, fruit delicious.

**Youngberry:** Promising variety for the South.

**Southern Raspberry:** Here is at last, a red raspberry that will bear abundantly and thrive in our hot summer climate.

State Variety Wanted. Postpaid.

Catalog No.	Name	10 Plants	25 Plants	50 Plants
71 X 656	Thornless	89c	\$1.79	\$3.39
71 X 660	Youngberry . . .	95c	1.79	3.39
71 X 635	Southern	95c	1.79	3.39

Shipped from nursery near Dallas.

### Quinces

A very valuable fruit for jellies and preserves.

**Orange.** Best variety of Quince. Postpaid.

### Nectarines

Thrive anywhere peaches will grow.

**Red Roman.** Large round fruit, greenish yellow streaked with red. Postpaid.

**50 PLANTS**  
STANDARD VARIETIES

**59c**  
POSTPAID

## WORTH

~~\$1.15~~

**6 CONCORD GRAPES 79c**

POSTPAID

## Healthy, Dependable Bearers

### Home Garden Grape Assortment

Nothing so delicious as Grapes picked from vines in your own garden where they can be allowed to ripen to just the right degree. They make refreshing juice for beverage purposes and jams that will taste good during the winter months when fresh fruit is not available.

Our special low priced assortment consists of 2 Concord (black), 1 Niagara (White), 1 Delaware (red), and 1 America (black), all suited to cultivation in the South. These five strong vines of the most popular varieties are extremely low priced. Order one or two assortments while this low price is in effect. These are all 2 year old vines.

Shipped from Nursery Near Dallas.

**71 X 581—Postpaid . . . . . 5 Vines for 79c**

### Popular Varieties

Grapes are easy to grow. They do well all over the South. Varieties below have been selected as best adapted to this section. Vines are 2 years old.

**America:** Medium large, black. Ripens August.

**Carmen:** A fine black. Ripens August.

**Edna:** White; ripens August to September.

**Ellen Scott:** Valuable in the Southwest. Fruit large; purple covered with bloom.

**Agawam:** A dark red grape, rich, sweet.

**Niagara:** Large, early white grape.

**Delaware:** Medium size; bright red.

**Catawba:** Clear dark red, medium size, juicy.

State Variety Wanted. Postpaid.

**71 X 570 6 for 83c; 3 for 45c; Ea. 18c**

**Concord:** A standard variety for northern Texas. Fruit large and black. July. Postpaid.

**71 X 552 6 for 79c; 3 for 42c; Ea. 16c**

### Western Varieties

**Thompson's Seedless:** Fruit small, greenish yellow; firm, seedless. August.

**Muscat:** Fine grape for West Texas and New Mexico; extensively used for raisins. August.

**71 X 584—Postpaid. Either of the 22c above. Each . . . . .**

**3 Vines for 59c; 6 Vines for \$1.15**

Shipped from Nursery near Dallas.

## Cherry Trees

Cherry trees around the home are ornamental as well as useful. Sweet cherries should be planted near other cherry trees for pollenization. Plant cherry trees 20 feet apart.

**Early Richmond:** Sour; dark red; juicy; rich acid flavor; best early sour cherry. Ripens in May.

**Montmorency:** Sour; large red; ripening ten days after Richmond, slow grower, but prolific.

**Governor Wood:** Sweet; an old favorite; fruit large, sweet and juicy; light yellow flaked with red.

**Black Tartarian:** Sweet; black; juicy; excellent flavor. Ripens in May.

State Variety Wanted. Postpaid.

Cat. No.	Size, Ft.	Each	Five	Ten
71 X 162	2 to 3	39c	\$1.69	\$3.15
71 X 163	3 to 4	49c	2.29	4.25
71 X 164	4 to 6	59c	2.85	4.98

## Plant Figs Now

Every home should have a few Fig trees. They bear early, usually the first year; very prolific.

**Magnolia:** Fruit very large, sweet and rich. Ripens June until frost.

**Brown Turkey:** Large; color brownish purple; fruit very sweet; harder than Magnolia. Late June.

**Celestial:** Probably the sweetest of all figs. Small, brown. Hardy and prolific.

State Variety Wanted. Postpaid.

Cat. No.	Size	Each	Five	Ten
71 X 171	18 to 24 in.	29c	\$1.35	\$2.59
71 X 172	2 to 3 ft.	39c	1.69	2.98
71 X 173	3 to 4 ft.	49c	2.29	4.10

## Mulberries

If you raise chickens, be sure to plant Mulberries.

**Hicks Everbearing:** Fine grower; bears profusely.

**English:** Large black; excellent quality; earlier than Hicks.

State Variety Wanted. Postpaid.

Cat. No.	Size, Ft.	Each	Five	Ten
71 X 183	3 to 4	36c	\$1.69	\$2.98
71 X 184	4 to 5	55c	2.59	4.79

SEARS, ROEBUCK AND CO. c 109



**Sears**  
SALE PRICE  
200 Plants  
**59c**  
POSTPAID

**Earlier, Bigger  
Yields With**

**Sears**  
**GUARANTEED**  
FIELD GROWN  
**Plants**

**Sears**  
SALE PRICE  
500 Plants  
**59c**  
POSTPAID

**ONION PLANTS**

## FROSTPROOF CABBAGE PLANTS

### Plant these for Early Money

Set these extra fine, frostproof plants early and get big early season prices for your crop. Sears plants will stand 20 degrees above zero without injury. We can ship in January and February, depending on weather conditions.

**Varieties:** Charleston Wakefield, Early Jersey Wakefield, Copenhagen Market, Early Flat Dutch, Premium Late Flat Dutch. Be sure to state variety wanted.

71 X 721—200 Plants. Postpaid... **59c**  
71 X 722—500 Plants. Postpaid... **\$1.15**  
71 X 723—1,000 Plants. Postpaid... **1.89**  
71 XM 724—Lots of 2,000 to 5,000 plants  
Not prepaid. Shpg. wt., per 1000 plants, 18 lbs. Per 1000... **\$1.35**

71 XM 725—Lots of 5,000 or more.  
Not Prepaid. Shpg. wt., per 1000 plants, 18 lbs. Per 1000... **\$1.10**

Plants may look a little wilted when they reach you but they will thrive and grow if planted promptly.

2,000 or more shipped by express only.  
Not prepaid. Shipped from East Texas.

### Southern or Georgia Collard Plants

We can furnish Collard Plants at Cabbage Plant prices. In ordering Collards please use Catalog No. 71 X 755. Same shipping weights as Cabbage Plants.

### Cash in on Onions

#### Grow them from Certified Plants

Sears Onion Plants are known the country over for being strong, sturdy and healthy. Thousands of satisfied customers use them year after year. By using Sears State Certified Plants you can get a much earlier crop than you can from either seeds or sets. Try one-quarter acre and have some money coming in early.  $\frac{1}{4}$  acre requires 10,000 plants set 3 in. apart in rows, and rows 3 ft. apart. Crate lots shipped from SOUTH TEXAS, from which point you pay express charges. Express charges on crate lots average about 60c to points in territory served by our Dallas store. Less than crate lots are shipped from DALLAS store by Parcel Post. Postpaid.

**Notice:** Onion plants are tied in bundles of approximately 100 plants. Bundles may vary slightly, some containing a few less than 100 plants and some a few more.

#### Crystal Wax Bermuda

The favorite Bermuda onion. Brings good market prices because of its color.

71 X 700—Per 5 bundles (approx- **59c**  
imately 500 plants). Postpaid... **59c**

71 X 701—Per 10 bundles (ap- **98c**  
proximately 1,000 plants). Postpaid... **98c**

71 XM 702—6,000 plants (1 crate) shipped  
by Express. Not Prepaid. **\$2.98**  
Shpg. wt., 35 lbs. ....

#### Yellow Bermuda

The onion that made Texas famous as an onion growing state. Excellent quality.

71 X 705—Per 5 bundles (approx- **59c**  
imately 500 plants). Postpaid... **59c**

71 X 706—Per 10 bundles, **98c**  
(approximately 1,000 plants). Postpaid... **98c**

71 XM 707—6,000 plants (1 crate). Shipped  
by Express. Not prepaid. **\$2.98**  
Shpg. wt., 35 lbs. ....

#### Spanish Valencia

A large sweet globe onion, uniform in size and mild in flavor. They are splendid keepers and can be safely stored much longer than the Bermudas.

71 X 710—5 bundles (approx- **59c**  
imately 500 plants). Postpaid... **59c**

71 X 711—10 bundles (approx- **98c**  
imately 1,000 plants). Postpaid... **98c**

71 XM 712—6,000 plants (1 crate). Shipped  
by Express. Not prepaid. Shpg. **\$2.98**  
wt., 35 lbs. ....

## 500 ONION PLANTS 100 CABBAGE PLANTS

**79c**  
Postpaid

You can find out about Sears Vegetable Plants by ordering this combination. You can learn how strong and sturdy our plants are and how profitable it is to grow vegetables from Sears plants.

There are enough plants in this combination to supply the needs of the average family. You can sell the surplus for much more than the cost of the plants and have plenty of vegetables left for yourself.

You may select your varieties from those listed on this page. The same strong, sturdy and healthy plants offered regularly will be sent to you on this Special offer. Shipment will be made from East Texas by Parcel Post. Postpaid.

**500 ONION PLANTS and 100 CABBAGE PLANTS**  
71 X 771—For only... **79c**

## CABBAGE SEED

**All Seasons.** 71 X 2220—Large heads; deep; med. early. Oz. **23c**;  $\frac{1}{4}$ -lb. **52c**; Pkt. **5c**

**Copenhagen Market.** 71 X 2114—Round headed; weight about 10 lbs. Oz. **23c**;  $\frac{1}{4}$ -lb. **65c**; Pkt. **8c**

**Charleston Wakefield.** 71 X 2208—Five or six days earlier than Early Jersey. Oz. **23c**;  $\frac{1}{4}$ -lb. **57c**; Pkt. **8c**

**Early Jersey Wakefield.** 71 X 2115—Cone shape. Oz. **23c**;  $\frac{1}{4}$ -lb. **57c**; Pkt. **5c**

**Glory of Enkhuizen.** 71 X 2222—Nearly round. Oz. **25c**;  $\frac{1}{4}$ -lb. **59c**; Pkt. **8c**

**Petsai Chinese.** 71 X 2207—Oz. **23c**;  $\frac{1}{4}$ -lb. **57c**; Packet **8c**

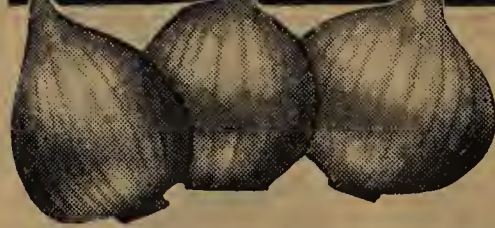
**Premium Late Flat Dutch.** 71 X 2116—Large heads; broad flat top. Oz. **23c**;  $\frac{1}{4}$ -lb. **57c**; Pkt. **8c**

**Stein's Early Flat Dutch.** 71 X 2221—A good South Texas variety. Oz. **23c**;  $\frac{1}{4}$ -lb. **65c**; Pkt. **8c**

Seeds shipped from Mail Order House. Postpaid.

**110 c SEARS, ROEBUCK AND CO.**

## ONION SETS



### For Early Onions to Pull Green

The best for this purpose. Our sets are grown by specialists who grow nothing else. They are carefully selected and graded. Not blended with small matured onions. 1 pound will plant about 100-foot row. Shipped from Mail Order House. Postpaid.

**Yellow.** 71 X 2175—3 lbs. **32c**  
85c; 8 lbs. **\$2.10**; 1-lb. ....

**Red.** 71 X 2176—3 lbs. **32c**  
85c; 8 lbs. **\$2.10**; 1-lb. ....

**White.** 71 X 2177—3 lbs. **33c**  
89c; 8 lbs. **\$2.25**; 1-lb. ....

## ONION SEED

**Southport Red Globe.** 71 X 2140—A heavy yielder and a splendid keeper. Standard late variety in some sections. 1-oz. **18c**; Pkt. **8c**

**Giant Yellow Prizetaker.** 71 X 2141—The profitable onion because of its mild sweet flavor and good shipping qualities. 1-oz. **18c**; Pkt. **8c**

**Mammoth Silver King.** 71 X 2139—Fine quality deep flat bulbs. Valuable for early market. 1-oz. **24c**; Pkt. **8c**

**Yellow Bermuda.** 71 X 2218—A light straw color with white flesh. Firm and mild. 1-oz. **23c**; Pkt. **8c**

**Crystal Wax Bermuda.** 71 X 2217—Flat medium size and of mild delicate flavor. Imported Tenneriffe seed. 1-oz. **28c**; Pkt. **8c**

**Yellow Globe Danvers.** 71 X 2248—A medium early variety. White flesh toned with yellow. 1-oz. **18c**; Pkt. **8c**

**White Bunching Onion.** 71 X 2249—Desirable for green onions. 1-oz. **23c**; Pkt. **8c**

Seeds shipped from Mail Order House. Postpaid.



**ALL PRICES** on Pages 108 to 115  
Inclusive, Good Until **JUNE 1st, 1935**

**GUARANTEE**  
Our Seeds are first  
quality in every re-  
spect and are care-  
fully tested for ger-  
mination. See guar-  
antee on Page 108.  
All seeds shipped  
Postpaid.

**Sears Sale Price**  
**REGULAR 10c PACKETS**

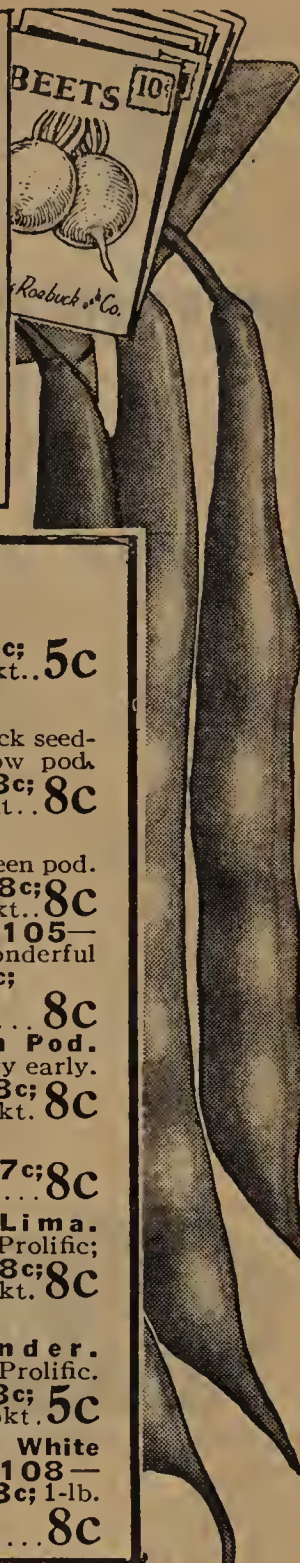
AS  
LOW  
AS

**5c**

PER  
PACKET  
Postpaid

**ANY 8c PACKETS**  
**YOUR CHOICE**

**6 FOR 42c**  
**POSTPAID**



### Beet Seed

**Detroit Dark Red.**  
71 X 2110—Dark red  
color matures early. 8c  
1/4-lb. 28c; 1-oz. pkt.  
**Crosby's Egyptian.**  
71 X 2111—Extra  
early, rather flat, bright  
red. 8c  
1/4-lb. 28c; 1-oz. pkt.  
**Early Blood Turnip.**  
71 X 2193—Deep red,  
sweet; free from strings.  
1/4-lb. 23c;  
1-oz. pkt. 8c  
**Long Smooth Blood Red.**  
71 X 2194—Splendid  
for pickling. 8c  
1/4-lb. 23c; 1-oz. pkt.

### Mangel or Stock Beet

**Giant Feeding Sugar.**  
71 X 2192—Average 10  
to 12 in. long. Rich in sugar.  
1/4-lb. 16c; 1-lb. 49c;  
5 lbs. \$1.98; 8c  
1-oz. pkt.  
**Golden Tankard.**  
71 X 2188—Recom-  
mended for dairy cows.  
1/4-lb. 16c; 1-lb. 49c;  
5 lbs. \$1.98; 8c  
1-oz. pkt.  
**Mammoth Long Red.**  
71 X 2113—Good feed  
for dairy cows. 1/4-lb. 18c;  
1-lb. 54c; 5 lbs. 8c  
\$2.15; 1-oz. pkt.

### Broccoli

71 X 2270—Popular among  
market gardeners and for home  
use. Cultivate like cabbage. Cook  
like cauliflower. We offer the  
popular Calabrese sprouting  
variety. Oz. 28c; 8c  
Pkt.

### Brussels Sprouts

**Improved Dwarf.**  
71 X 2272—Sprouts are min-  
iature cabbages, growing closely  
on the stalks. Hardy. Cultivate  
like cabbage. 8c  
Pkt.

### Carrot Seed

**Chantenay.** 71 X 2118—  
Medium early, half long,  
thick, deep red-orange col-  
or. Oz. 13c; 8c  
1/4-lb. 37c; Pkt.  
**Danver's Half Long.**  
71 X 2117—Flesh  
sweet, crisp and tender;  
orange red. Oz. 13c; 5c  
1/4-lb. 37c; Pkt.  
**Oxheart.** 71 X 2119—  
Medium early. Flesh  
orange; sweet and tender.  
Will grow in soil too hard  
or shallow for long variety.  
Oz. 10c; 1/4-lb. 28c; 5c  
Pkt.

### Muskmelon (Cantaloupe)

**Rocky Ford.**  
71 X 2136—Heavily  
netted. Thick, green,  
sweet flesh of first quality.  
Even size. Good shipper.  
1-oz. 10c; 1/4-lb. 23c; 5c  
Pkt.  
**Heart of Gold.**  
71 X 2237—Thick  
orange flesh. 1-oz. 8c  
13c; 1/4-lb. 37c; Pkt.  
**Honey Ball.** 71 X 2137—  
Prolific bearer. 1-oz. 8c  
13c; 1/4-lb. 37c; Pkt.

### Garden Beans

#### Wax or Yellow Pod Bush Beans

**Improved Golden Wax.**  
71 X 2100—Rustproof,  
bright yellow. 1/4-lb. 13c;  
1-lb. 28c; 5 lbs. 98c; 8c  
2-oz. pkt.  
**Prolific Black Wax.**  
71 X 2101—One of the  
earliest wax varieties.

#### Green Pod Bush Beans

**Giant Stringless Green**  
Pod. 71 X 2228—Fin-  
est quality. Very early.  
1/4-lb. 9c; 1-lb. 28c; 5c  
5 lbs. 98c; 2-oz. pkt.  
**Burpee's Stringless Green**  
Pod. 71 X 2103—Fine  
quality, matures early. 1/4-  
lb. 13c; 1-lb. 28c; 5c  
5 lbs. 98c; 2-oz. pkt.  
**Early Red Valentine.**  
71 X 2104—Hardy and

#### Bush Lima Beans

**Henderson's Bush Lima.**  
71 X 2106—1/4-lb. 13c;  
1-lb. 28c; 5 lbs. 98c;  
2-oz. pkt. 8c  
**Burpee's Bush Lima.**  
71 X 2107—Improved.

#### Pole or Running Beans

**Ideal Market.** 71 X 2231  
—Black seeded pole bean.  
1/4-lb. 13c; 1-lb. 28c; 8c  
2-oz. pkt.  
**Speckled Pole Lima.**  
71 X 2226—Prolific.  
Excellent flavor. 1/4-lb. 13c;  
1-lb. 28c; 2-oz. pkt. 8c  
**Kentucky Wonder.**  
71 X 2109—Prolific.  
1/4-lb. 9c; 1-lb. 28c; 5c  
5 lbs. 98c; 2-oz. pkt.  
**Sieva or Carolina White**  
Lima. 71 X 2108—  
Very early. 1/4-lb. 13c; 1-lb.  
28c; 5 lbs. 98c; 2-oz. pkt. 8c

### Parsley

**Moss Curled.** 71 X 2184—5c  
The standard variety. Pkt.

### Pumpkins

**Green Striped Cushaw.**  
71 X 2173—Mottled green  
and white striped. 8c  
1/4-lb. 31c; 1-oz. pkt.  
**Kentucky Field.** 71 X 2172—  
One of the best. Deep orange.  
1/4-lb. 23c; 8c  
1-oz. pkt.  
**Small Sugar.** 71 X 2174—The  
earliest; excellent for pies, for  
home and market garden. 8c  
1/4-lb. 23c; 1-oz. pkt.

### Spinach

**Bloomsdale (Savoy).**  
71 X 2159—Leaves curled and  
crinkled, hardy, productive.  
1/4-lb. 18c; 8c  
1-oz. pkt.  
**New Zealand.** 71 X 2203—  
Grows luxuriantly in hottest  
weather. 1/4-lb. 23c; 1-lb. 59c;  
5 lbs. \$2.59; 8c  
1-oz. pkt.

### Swiss Chard

(Spinach Beet). 71 X 2112—  
The home gardener's spin-  
ach. 1/4-lb. 28c; 1-oz. pkt. 8c

### Parsnips

**Hollow Crown.**  
71 X 2185—An old favorite  
parsnip. 5c  
Packet.

### Sweet Corn

**Adam's Early.** 71 X 2123—  
For home use; market. 8c  
1/4-lb. 11c; 1-lb. 25c; Pkt.  
**Country Gentleman.**  
71 X 2124—Fine for home  
use. Sweet, tender. 1/4-lb. 12c;  
1-lb. 32c; 8c  
2-oz. pkt.  
**Golden Bantam.** 71 X 2125—  
The sweetest of all sweet corn;  
color yellow. Very hardy. Can-  
not be beat for table use.  
1/4-lb. 12c; 1-lb. 30c; Pkt. 8c  
**White Pearl.** 71 X 2126—It  
matures early. Good quality.  
1/4-lb. 11c; 1-lb. 28c; 8c  
2-oz. packet.

### Collards

**Georgia.** 71 X 2169—Standard  
variety. Plant and cultivate same  
as cabbage. Oz. 10c; 5c  
1/4-lb. 18c; Pkt.

### Cucumbers

**Arlington White Spine.**  
71 X 2178—Early and a heavy  
yielder. 7 to 10 in. long. Firm  
and tender. Oz. 13c; 1/4-lb. 5c  
39c; Pkt.  
**Chicago Pickling.** 71 X 2180  
—Favorite with growers and  
pickle makers everywhere. 1-oz.  
10c; 1/4-lb. 32c; 5c  
Pkt.  
**Davis' Perfect.** 71 X 2267—  
Fine quality, shape and color.  
1-oz. 10c; 1/4-lb. 25c; 5c  
Pkt.  
**London Long Green.**  
71 X 2179—Black spine vari-  
ety, dark green color and when  
ripe, clear yellow. 1-oz. 14c; 8c  
1/4-lb. 39c; Pkt.

### Egg Plant

**Black Beauty.** 71 X 2205—  
Large thick fruit. 8c  
Oz. 33c; Packet.

### Lettuce

**Big Boston.** 71 X 2127—An  
old favorite; produces large solid  
heads of fine quality. 5c  
Oz. 13c; 1/4-lb. 28c; Pkt.  
**New York (Iceberg) Wonderful or**  
**Los Angeles.** 71 X 2128—  
Large crisp and always tender.  
Will stand hot weather remark-  
ably well. Oz. 18c; 8c  
1/4-lb. 45c; Pkt.  
**Simpson Early Curled.**  
71 X 2129—A loose Bunching  
sort, light green color, crisp and  
tender. Oz. 12c; 1/4-lb. 5c  
28c; Pkt.

### Kale

**Dwarf Green Curled.**  
71 X 2190—Oz. 10c; 1/4-lb.  
23c; 1-lb. 69c; 8c  
Pkt.

### Mustard

**Southern Giant Curled.**  
71 X 2135—Forms large mass  
of ruffled leaves. 8c  
1/4-lb. 18c; 1-lb. 59c;  
1-oz. pkt.  
**Chinese Giant.** 71 X 2197—  
Hard smooth, broad leaved  
variety. 1/4-lb. 18c; 8c  
1-lb. 59c; 1-oz. pkt.  
**Okra**  
**Dwarf Green.** 71 X 2274—  
Early; productive. 8c  
1-oz. Pkt.  
**Perkin's Mammoth.**  
71 X 2183—Pods 4 to 5 in.  
long. Green color. 8c  
1-oz. Pkt.  
**White Velvet.** 71 X 2182—  
Longer pods than any other  
variety. Round and  
smooth. 1-oz. packet. 8c



# VEGETABLE SEEDS

As Low As

5c

PER PACKET Postpaid

Regular 10c  
Packets

ANY 8c PACKET  
YOUR CHOICE

6 for 42c  
POSTPAID

## SMOOTH SOLID TOMATOES

**Ponderosa. 71 X 2160**—Sometimes called the beef steak tomato on account of the size when sliced. 1 oz., 45c; ¼ lb., \$1.59; 8c Pkt.....

**Dwarf Champion. 71 X 2163**—Upright grower. Needs no staking. Early. Oz., 42c; ¼ lb., \$1.23; Pkt.. 8c

**Early Detroit. 71 X 2162**—Vigorous and very productive, nearly globe shape, solid. Good shipper. 1-oz., 37c; ¼ lb., \$1.15; 8c Pkt.....

**Earliana. 71 X 2164**—Earliest, large, smooth, red tomato. 1-oz., 25c; ¼ lb., 85c; Pkt.... 5c

**Marglobe. 71 X 2244**—Red fruited, for trucking or home gardens. 1-oz. 37c; ¼ lb., \$1.15; 8c Pkt.....

**Bonny Best. 71 X 2245**—Smooth, large; yields until frost. 1-oz., 23c; ¼ lb., 85c; Pkt..... 5c

**McGee. 71 X 2165**—Crimson. Good black land variety. 1-oz., 25c; ¼ lb., 89c; Pkt.... 8c

**Break O' Day. 71 X 2283**—Large, smooth, red and solid. Becoming a popular early tomato among market gardeners. 1-oz., 45c; ¼ lb., \$1.39; 8c Pkt.....

**Dwarf Stone. 71 X 2284**—Early red, equal in quality to the regular Stone, smooth, solid. One of the best bush varieties for Texas. Oz., 45c; ¼ lb., \$1.39; Pkt... 8c

**Gulf State Market. 71 X 2285**—Fine black land variety. One of the best shippers. Blight resistant and heavy producer. Oz., 37c; ¼ lb., \$1.19; Pkt.. 8c

**John Baer. 71 X 2286**—Extra early scarlet tomato, large smooth fruit of high quality. Good shipper. Oz., 23c; ¼ lb., 85; 8c Pkt.....

**Chalk's Early Jewel. 71 X 2287**—Scarlet. Large fruit of a sweet flavor, ripening about ten days later than Earliana; flesh is thick and solid with few seeds. Oz., 25c; ¼ lb., 89c; Pkt.... 8c

## FANCY GARDEN PEAS

**Alaska. 71 X 2213**—Earliest pea grown; hardy and prolific. ¼-lb. 12c; 1-lb., 28c; 5 lbs., 98c; 2-oz. pkt. 8c

**First and Best. 71 X 2144**—Very early and very prolific. Fine for home gardens. ¼-lb. 13c; 1-lb., 29c; 5 lbs., 98c; 2-oz. pkt..... 8c

**Thomas Laxton. 71 X 2145**—Early wrinkled type quality, unsurpassed. Height 3 feet. One of the best. ¼-lb., 13c; 1-lb., 32c; 5 lbs., \$1.05; 2-oz. pkt..... 8c

**Bliss Everbearing. 71 X 2214**—Desirable for late summer planting. Height about 2½ to 3 ft. ¼-lb., 12c; 1-lb., 28c; 5 lbs., 98c; 2-oz. pkt..... 8c

**Nott's Excelsior. 71 X 2212**—Dwarf variety. ¼-lb., 14c; 1-lb., 33c; 5 lbs., \$1.23; Packet... 8c

**Improved Telephone. 71 X 2146**—A tall late pea and one of the best for all purposes. Exceptionally large well filled pods. ¼-lb., 12c; 1-lb., 28c; 5 lbs., 98c; 2-oz. packet.. 8c

**Little Marvel. 71 X 2147**—Very productive, hardy and sweet. Remains in picking condition a week longer than other varieties. ¼-lb., 14c; 1-lb., 37c; 5 lbs., \$1.49; 8c 2-oz. pkt.....

**Laxtonian. 71 X 2250**—Extra early tall pea of excellent quality. ¼-lb., 12c; 1-lb., 32c; 5 lbs., \$1.05; 2-oz. pkt..... 8c

**Champion of England. 71 X 2210**—One of the best, tall wrinkled. ¼-lb., 12c; 1-lb., 29c; 5 lbs., \$1.05; 2-oz. pkt..... 8c

**White Marrowfat. 71 X 2211**—Large well filled pods. ¼-lb., 12c; 1-lb., 28c; 5 lbs., 98c; 2-oz. pkt.. 8c

## SQUASH

## MELON

**Hubbard. 71 X 2151**—Medium size, oval and thin skinned. Used for canning and pies. ¼-lb., 31c; 1-oz. pkt..... 8c

**Fordhook Vining. 71 X 2280**—Oblong shaped with cream colored skin. Flesh light yellow, very thick and of excellent quality. ¼-lb., 31c; 1-oz. pkt..... 8c

**White Bush Scalloped. 71 X 2152**—Early, flat, round. Sometimes called "Patty Pan." ¼-lb., 28c; 1-oz. pkt..... 8c

**Yellow Summer Crookneck. 71 X 2153**—Has warty shell of bright yellow color. Excellent quality. ¼-lb., 28c; 1-oz. pkt..... 8c

**Tom Watson. 71 X 2131**—Very large, thin tough rind. Flesh brilliant scarlet. Delicious flavor. 1-oz. 10c; ¼-lb., 23c; Packet... 5c

**Stone Mountain. 71 X 2236**—Largest of the round melons. One of the most satisfactory for market and home use. Sweet and solid all the way through with few seeds. 1-oz., 13c; ¼-lb. 37c; 8c Packet.....

**Halbert Honey. 71 X 2132**—An early oblong melon. Flesh beautiful crimson of the finest quality. 1-oz., 13c; ¼-lb., 28c; Packet... 8c

**Kleckley Sweet. 71 X 2133**—Oblong, average 20 in. long. Thin rind, sugary and crisp. Ripens early. 1-oz., 10c; ¼-lb., 23c; Pkt..... 5c

## PEPPERS

**Chinese Giant. 71 X 2149**—One of the largest peppers. Very mild, tender and sweet. 1-oz., 33c; Pkt... 8c

**Long Red Cayenne. 71 X 2150**—Small and long. Productive and strong. 1-oz., 33c; Pkt..... 8c

**Ruby King. 71 X 2148**—Very prolific. Pods, 3 to 4½ in. long, bright red. 1-oz., 28c; Pkt..... 8c

## RADISHES

## TURNIPS

**Early Scarlet White Tipped. 71 X 2154**—One of the earliest; bright red, crisp and tender. ¼-lb., 23c; 8c 1-oz. pkt.....

**Early Scarlet Globe. 71 X 2158**—Very early, crisp, mild and tender. The most prolific. ¼-lb., 23c; 8c 1-oz. pkt.....

**French Breakfast. 71 X 2157**—An olive shaped half long radish, deep red shading to white tip. ¼-lb., 23c; 1-oz. pkt..... 8c

**Long Scarlet Short Top. 71 X 2155**—Roots long, crisp and tender. Tops rather small. ¼-lb., 23c; 1-oz. pkt. 8c

**White Icicle. 71 X 2156**—An early maturing, long white radish of excellent quality. ¼-lb., 23c; 8c 1-oz. pkt.....

**Purple Top Strap Leaf. 71 X 2166**—Flat, white with purple top; fine grained and tender. ¼-lb., 19c; 8c 1-oz. pkt.....

**Purple Top White Globe. 71 X 2167**—Excellent table variety, good size. ¼-lb., 19c; 1-oz. pkt.... 5c

**Seven Top. 71 X 2243**—The name describes this turnip. Does not winter kill. ¼-lb., 19c; 1-oz. pkt..... 5c

**Shogoin or Japanese. 71 X 2240**—New and extremely useful. Lice resisting. Grows quickly. Tops are edible. Bulbs tender. Superior quality. ¼-lb., 19c; 1-oz. pkt..... 5c

## Rutabaga

**American Purple Top. 71 X 2168**—Large globular. Yellow with purple top. For table use or stock feeding. ¼-lb., 19c; 1-oz. pkt..... 5c

## INSECTICIDES ARE NOW MAILABLE



**Armour's Lawn and Garden Grower**  
For beautiful lawns and early vegetables, use this widely known fertilizer. Requires about 4 pounds for each 100 sq. ft. 5 and 25 lb. bags available. Not Prepaid.

5-lb. bag. 71 X 3000— 39c  
Shpg. wt., 5 lbs. 8 oz.....  
25-lb. bag. 71 X 3001 \$1.19  
Shpg. wt., 26 lbs.....  
50-lb. bag. 71 XM 3002—Shpg. wt., 51 lbs. Shipped freight or express... \$1.98  
100-lb. bag. 71 XM 3003—Shpg. wt., 102 lbs. Shipped freight or express... \$3.29



### Lime Sulphur, Dry Powder

The most dependable and efficient control for Scale Insects and Blister Mite. Prevents diseases such as Peach leaf curl, Apple Scab, Brown Rot, etc. Mailable except 100 lbs., shipped by express or freight. Not Prepaid.

Weight	Cat. No.	Shpg. Wt.	Price
5 lbs.	71 X 4735	8 lbs.	\$0.89
10 lbs.	71 X 4736	13 lbs.	1.69
100 lbs.	71 XM 4737	105 lbs.	9.98



### Arsenate of Lead

For killing Potato Bugs, Caterpillars, Cut Worms and all Leaf Eating Insects. Mailable.

Not Prepaid

Wt. Lbs.	Cat. No.	Shpg. Wt.	Price
1	71 X 4709	2 lbs.	\$0.24
4	71 X 4710	5 lbs.	.85
25	71 X 4711	31 lbs.	4.69



### Paris Green

This popular insecticide is now mailable. 100 lbs. shipped by freight or express only. Not Prepaid.

Wt. lbs.	Cat. No.	Shpg. Wt.	Price
1	71 X 4700	2 lbs.	\$0.39
5	71 X 4701	6 lbs.	1.69
14	71 X 4702	16 lbs.	4.45
100	71 XM 4703	105 lbs.	24.95

### Black Leaf 40

For destroying insects on trees and plants, and for dipping sheep. Also kills poultry lice. 1-oz. bottle makes 6 gals. of spray. Mailable. Not Prepaid.

Size	Cat. No.	Shpg. Wt.	Price
1 oz.	71 X 4755	8 oz.	\$0.28
5 oz.	71 X 4756	2 lbs.	.87
2 lbs.	71 X 4757	4 lbs.	2.89



### Master Ant Killer

This effective Ant Killer will quickly rid your house, lawn or garden of these pests. Thousands of our customers have used it with satisfactory results. Mailable. Not Prepaid. Shpg. wt., 8 oz.

71 X 4848—2-oz. bottle.. 23c





REGULAR  
10c PACKETS

**8c**

Per Packet  
POSTPAID

**MAKE YOUR YARD COLORFUL  
WITH SEARS FLOWER SEEDS**

Everyone likes flowers. They are so easy to raise from our tested seeds. No better strains obtainable at any price. And you get more seed—more flowers—for less money. All seeds shipped Postpaid. See guarantee on Page 108.

YOUR CHOICE  
OF ANY  
8c PACKETS

**6 FOR 42c**

POSTPAID



**Zinnias or  
Old Maids**

This hardy annual is easy to grow; it blooms abundantly and continuously. Sears Zinnia seed is gathered from the finest and newer strains.

**Double Giant Zinnias.**  
71 X 2390—Burnt Orange  
71 X 2391—Lavender  
71 X 2392—Pink  
71 X 2393—Red  
71 X 2394—Yellow  
71 X 2304—Mixture

Without doubt Sears Zinnia mixture is one of the finest obtainable.

**Double Dahlia Flowered Zinnias.**  
71 X 2305—An assortment of unusual shades and mammoth sized Zinnias. Be sure to have some in your garden this summer. Any of the above. Postpaid. **8c**  
Per packet.....

**Asters**  
**Giant Ostrich Plume.**  
71 X 2359—Finest type of Ostrich feather Aster.  
**Giant Branching.**  
71 X 2307—Long stems for cut flowers  
**Giant Comet.**  
71 X 2308—Mixed colors.  
**Baby's Breath**  
Gypsophila.  
71 X 2366—Easily grown. Bears numerous tiny flowers producing misty effect.  
**Balsam Apple**  
71 X 2324—An excellent climber.

**Blue Bonnet**  
71 X 2351—Fine for cut flowers.  
**Calendula**  
**Pot Marigold.**  
71 X 2358—One of the best and showiest hardy annuals.  
**Canterbury Bell**  
Campanula.  
71 X 2372—Hardy choice mixed.  
**Cornflower**  
Cyanus (Bachelor Button). 71 X 2318—Purple, blue and white flowers.  
**Imperialis (Royal Sweet Sultan).** 71 X 2319 Mixed colors.

**(E) Cosmos**  
Giant Mixed.  
71 X 2320—Fast growing annual.  
**Cypress Vine**  
71 X 2325—White and red blossoms. Mixed.  
**(C) English Daisy**  
71 X 2361—Rock Garden favorite.  
**Shasta Daisy**  
Perennial.  
71 X 2373—For border or cutting.  
**Candytuft**  
Fine Mixed.  
71 X 2306—A wide range of colors.

**(A) Carnation**  
**Giant Marguerite**  
71 X 2354—Large size. Mixed colors.  
**Chrysanthemum**  
Single Mixed.  
71 X 2355—A popular garden flower.  
**Climber Bean**  
**Jack or Hyacinth Bean.**  
71 X 2326—Fine climber; purple and white flowers.  
**Four O'Clock**  
71 X 2329—Flowers open about four o'clock in the afternoon.

*Sears* **FLOWER SEEDS ARE EASILY GROWN**

**Chinese Woolflower**  
(Childs). 71 X 2317—Flowers resemble a ball of colored wool.  
**Foxglove-Perennial**  
Digitalis. 71 X 2371 Old favorite. Mixed.  
**Geranium**  
Geranium. 71 X 2312—Raise your own plants. Fairly easy to grow. Mixed colors.  
**Gourds**  
71 X 2327—Ornamental Gourds are very interesting climbers; all sorts mixed.  
**(B) Hollyhocks**  
Double Mixed.  
71 X 2330  
**Kochia**  
(Mexican Fire or Burning Bush.) 71 X 2332 Globe shaped bush about 3 feet high. Turns to deep red in fall.  
**Lady Slipper**  
(Balsam).  
Double Mixed.  
71 X 2313—Produces abundance of brilliantly colored flowers.  
**(D) Larkspur**  
Tall Double.  
71 X 2333—Mixed colors; one of the most popular annuals.  
**Perennial.**  
71 X 2370—Splendid range of colors. Mixed.  
**Lupins**  
71 X 2374—Annual; long graceful spikes of rich colored pea-shaped flowers. Mixed.

**Marigold**  
Double African Mixed.  
71 X 2334—An old favorite. Grows about 3 feet.  
**Morning Glory**  
Imperial Japanese.  
71 X 2328—Largest in size of any Morning Glory; mixed colors.  
**Mourning Bride**  
Scabiosa. 71 X 2364—Also known as the Pin-cushion plant. Mixed.  
**Nasturtiums**  
One of our most desirable flowers.  
Tall Mixed. 71 X 2335  
Dwarf Mixed. 71 X 2336  
Pkt...8c; Ounce. 10c  
**Petunia**  
Single. 71 X 2338  
Mixed.  
**Phlox—Giant**  
Fine Mixed. 71 X 2339—All Colors.  
**Hardy Garden Pinks**  
Resemble carnations.  
Double Mixed. 71 X 2300  
Single Mixed. 71 X 2301  
**Vinca—Periwinkle**  
Mixed Colors.  
71 X 2302—Glossy green foliage; white and rose color flowers. Blooms until frost.  
**Poppies**  
Shirley. 71 X 2341—Most beautiful of all poppies, single blossoms of assorted colors.  
**Peony—Flowered**  
71 X 2342—Large showy double fringed flowers of various colors.

**ALL PRICES**  
On Pages 108 to 115  
Inclusive, Good Until  
**JUNE 1st 1935**

**Poppies C't'd**  
**(K) California Poppy.**  
71 X 2360—The State Flower of California. A free flowering plant of low spreading growth; fine silvery foliage.  
**Golden Gate.**  
71 X 2347—Beautiful mixture. Finest offered. Many varieties.  
**Portulaca**  
(Moss Rose)  
Double Mixed. 71 X 2337—Low growing annual in a large variety of colors.  
**(J) Pansy**  
Giant Mixed. 71 X 2345—Splendid mixture of giant flowering kinds.  
**Snapdragon**  
Mixed Colors. 71 X 2314—Fine for cutting.  
**Salpiglossis**  
Painted Tongue.  
71 X 2365—Much like a Petunia. Mixed.  
**Salvia**  
(Scarlet Sage)  
71 X 2344—Crimson flowers that bloom in the fall.  
**Strawflower**  
Helichrysum. Mixed.  
71 X 2356—For drying. Cut when partially opened. Suspend with heads down.  
**Stocks**  
Large Flowering.  
71 X 2357—Small rosette-like flowers on long stalks. Mixed colors.

**Sweet Alyssum**  
Maritimum. 71 X 2309—A hardy annual used for borders. White flowers.  
**(F) Sweet Peas**  
**Spencer Sweet Peas.**  
71 X 2323—Perhaps the most desirable of all flowers. Mixed. **8c**  
Per Packet.....  
Ounce.....18c  
¼ lb.....57c  
**Early Sweet Peas.**  
71 X 2350—Newest thing in Sweet Peas. Flowers earlier than Spencer. Per pkt., 8c; **33c**  
Ounce.....  
**(G) Sweet William**  
71 X 2343—Fine for borders or beds; rich and varied colors.  
**Sunflower**  
**Giant Russian.**  
71 X 2321—Grows 8 to 12 ft. high. Seed is good for poultry. Pkt., 8c; 1 lb., 23c; 5 lbs. ....89c  
**Double Chrysanthemum Flower.** 71 X 2322—6 to 8 ft. tall. Bears many double golden-yellow flowers.  
**Tickseed**  
(Calliopsis)  
71 X 2362—Not only decorative in garden but make fine bouquets.  
**(H) Verbena**  
Mixed Colors.  
71 X 2303—Very desirable for massing in beds and flower boxes.

**Fine Quality  
Bermuda Grass**

**39c**

1 lb.  
POST-PAID

Sow this high grade Bermuda Grass Seed early for a beautiful Spring lawn. Order now as supply is limited on account of drouth. Postpaid.

71 X 2675 **39c**  
1-Lb. Pkg.....  
71 X 2676 **\$1.10**  
3-Lb. Pkg.....  
71 X 2677 **1.69**  
5-Lb. Pkg.....

**Come=Pakt**  
REG. U.S. PAT. OFF.

**PLANNED  
FLOWER GARDEN**

Here is EVERYTHING needed for the perfect garden. Correct in color and form and design... a garden actually PLANTED THROUGH A PATTERN!

**What You Get**  
Mulch paper pattern with numbered holes for planting. 7 or 15 packets of seed, depending on size. Vigoro Plant Food. Wires and staples for anchoring. Simple instructions.

**What You Do**  
Prepare soil for planting. Stake down mulch paper pattern. Plant seed from numbered packets in pattern holes of corresponding numbers.

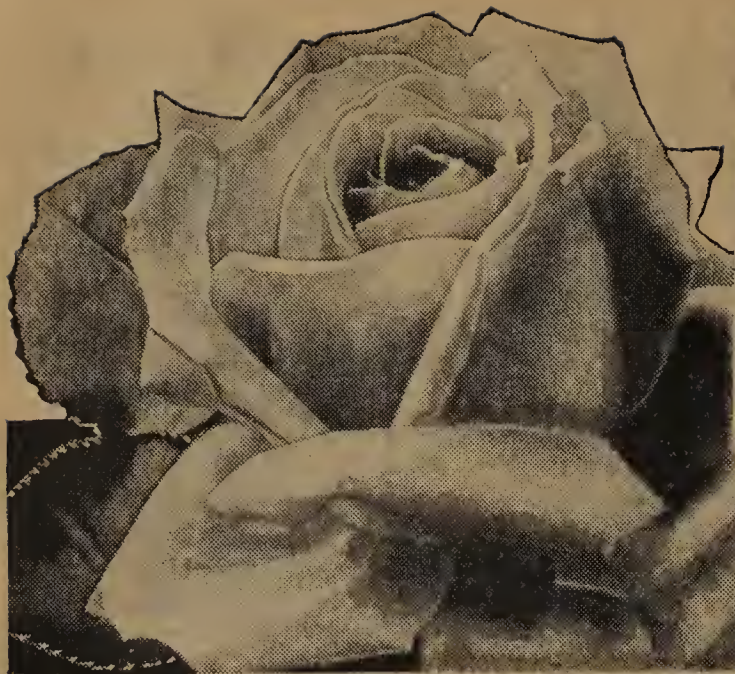
**What You Can Expect**  
A perfectly designed flowerbed. Earlier and larger blooms. Mulch paper pattern conserves moisture, smotherers the weeds and eliminates necessity for hoeing and watering. Postpaid.

Cat. No.	Size	Varieties	Price
71 X 2470	10 ft.x18 in.	7	\$0.95
71 X 2471	10 ft.x36 in.	15	1.89

**95c**  
10 ft.x18 in.  
POSTPAID

**SEARS C 113**





A ~~\$2.50~~ VALUE

6

Everblooming  
Rose Bushes

for

\$1.45

POSTPAID

DIXIE Rose Collection

This collection of six rose bushes has been specially selected by our rose grower. It is made up of choice varieties in assorted colors and is an extraordinary value. You'll like it. Postpaid

71 X 961—6 roses for.....\$1.45

**Rose Bushes**  
Enjoy the beauty of Roses in your garden this summer. An assortment selected from the choice varieties offered below will give you fragrance and gaiety of color beyond imagination. Sears offer only varieties best suited to Texas conditions grown by Texas Nurserymen. All are strong 2-year old, field grown plants.

# Enjoy these Beautiful Roses this Summer!

**White and Yellow Roses**  
**Lady Hillingdon:** Yellow, fragrant; best yellow rose.  
**Sunburst:** Orange copper and yellow.  
**Alexander Hill Gray:** Deep lemon yellow; fragrant.  
**Mrs. Aaron Ward:** A golden orange shading to a pinkish fawn on the edges.  
**Souvenir de Claudius Pernet** Large blooms of sunflower yellow.  
**Golden Ophelia:** Golden Yellow.  
**White Cochet:** Creamy white.  
**White American Beauty:** (Druschki): Extra large.  
**K. A. Victoria:** Lovely white buds.  
**Luxemburg:** Orange yellow.  
**President Hoover:** Combines old gold, yellow, flame and scarlet. A magnificent variety.  
**Talisman:** A marvelous mixture of scarlet and yellow in the one flower.  
**71 X 982—Your choice of any of above roses. State Variety Wanted. All Roses shipped from nursery near Dallas, Postpaid.**

**Red Roses**  
**Red Radiance:** One of the best for the garden. Lovely, shapely buds.  
**American Beauty:** Queen of all roses. Very double.  
**Etoile de France:** Velvety red cup. Center of vivid cerise.  
**Hadley:** Flowers large and very fragrant. Buds long and shapely.  
**Francis Scott Key:** Named in honor of the author of "The Star Spangled Banner."  
**Sensation:** Great large buds of scarlet crimson shaded with maroon.  
**Mme. Edouard Herriot:** Red shaded with yellow at the base. A wonderful color effect.  
**Helen Gould:** Long beautiful buds; brilliant watermelon red shade.  
**Souvenir de Georges Pernet:** A rose of astonishing size and beauty. Deep orange pink.

**Pink Roses**  
**Pink Radiance:** Brilliant rosy pink, a constant bloomer.  
**La France:** Silvery pink; a favorite for cut flowers.  
**Paul Neyron:** Bright rosy pink, extremely large.  
**Los Angeles:** Flaming pink toned with yellow.  
**J. J. L. Mock:** Deep carmine pink petals on outside, frosty pink on inside.  
**Columbia:** Its size and substance make it a very desirable cut flower.  
**Caroline Testout:** Bright satiny rose-pink flowers with a deeper tint in the center.  
**Shell Radiance:** A beautiful shell pink.  
**Pink Cochet:** Strong grower; profuse bloomer.  
**Premier:** Blooms on almost thornless stems. A desirable cut flower variety.

**Climbing Roses**  
**Climbing American Beauty:** Climbing form of the bush type.  
**Marechal Neil:** Best known and most popular variety in the south. Beautiful yellow flowers.  
**Paul's Scarlet Climber:** The best scarlet climber.  
**Climbing Lady Hillingdon:** A beautiful everblooming yellow variety.  
**Crimson Rambler:** Popular climber. Grows 10 to 15 feet the first season.  
**Pink Killarney:** An ever-blooming, free flowering type.  
**Climbing Kaiserin A. Victoria:** A creamy white climber.  
**Climbing Columbia:** Remarkably fast growing climber, bears continuously; pink, very fragrant.  
**Climbing Meteor:** Often grows 10 to 15 feet a season; crimson.

6 Bushes for \$2.00 | 3 Bushes for \$1.10 | Each....39c

**EVERGREENS**  
**Permanent Year Around Beauty**  
Evergreens retain their beautiful foliage throughout the year, winter and summer. These plants will develop rapidly and will attain their maximum beauty in a few seasons.  
**Baker's Pyramidal Arbor Vitae:**  
71 X 1572—A fast growing green conifer, 15 to 18 in. Each.....59c  
**Bonita Arbor Vitae:** 59c  
71 X 1582—Globe shaped dwarf, 9 to 12 in. Each. 59c  
**Berkman's Golden Arbor Vitae:** 71 X 1590—Compact and bushy; a beautiful plant. 12 to 18 inches. Each. 59c  
**Arizona Cypress:** 71 X 1753—Beautiful pyramidal tree, bluish green foliage; 18 to 24 in. Each.....75c  
**Italian Cypress:** 71 X 1763—A tall stately evergreen. Vigorous grower. 2 to 3 feet. Each.....75c  
**Mittler's Juniper:** 71 X 1707—Lowspreading grayish green foliage. 12 to 15 in. Each.....79c  
**Broadleaved Evergreens**  
**Abelia Grandiflora:** 71 X 1793—Dark green glossy leaves. 15 to 18 in. Each...49c  
**Wax Leaf Ligustrum:** 71 X 1796—Leaves are thick and glossy. 18 to 24 in. Each....55c  
**Oleander:** 71 X 1803 Colors: Red, Pink or White. State color. Ea. 72c  
**Magnolia:** 71 X 1805 12 to 18 in. Each....69c  
All Evergreens shipped from Nursery near Dallas. Postpaid.

ALL SEARS NURSERY STOCK IS GUARANTEED

**Rose of Sharon**  
Hardy Salvia: 71 X 1465—Native of western Texas—Is extremely hardy. Red or white. State color.  
Hydrangea: 71 X 1375—Large panicles of creamy white which turn to pink later.  
Lilac: 71 X 1410—An old favorite; purple, very fragrant.  
Red Bud: 71 X 1450—A well known Texas shrub, or small tree covered with pink flowers. Shipped from Nursery near Dallas. 29c; 3 Shrubs Postpaid. Each.....79c

**FLOWERING SHRUBS**  
**Flowering Shrubs**  
**Althea (Rose of Sharon):** 71 X 1300 Red, Pink, Purple or White. State color wanted.  
**Butterfly Bush:** 71 X 1311—Violet purple flowers sometimes called Summer Lilac or Buddleia.  
**Crepe Myrtle:** 71 X 1321—A typical Southern Shrub reaching to a height of 20 feet at maturity. Clusters of gorgeous bloom from June to September. Colors: Red, Watermelon Pink, Purple or White. State color wanted.  
**Flowering Almond:** 71 X 1301—Pink or white. State color.  
**Hardy Hibiscus:** 71 X 1384—Large scarlet flowers all summer.  
**Honeysuckle (Bush):** 71 X 1377—Beautiful foliage, fragrant flowers.  
**Scarlet Japan Quince (Fire Bush):** 71 X 1446—A mass of scarlet bloom in early spring.  
**Spirea Van Houttei (Bridal Wreath):** 71 X 1466—Like a bank of snow in early spring. White only. Our most popular shrub.  
**Snowball:** 71 X 1480—Flowers large globes, pure white.  
**Salt Cedar-Tamarix:** 71 X 1495 Shrub with graceful feathery foliage, rose colored flowers.

**SHADE TREES**  
**Chinese Elm:** 71 XM 1141—Plant for quick shade. 5 to 6 ft. Each.....43c  
**Lombardy Poplar:** 71 XM 1208—An old favorite. 4 to 6 ft. Each.....59c  
**Texas Umbrella:** 71 XM 1154—Umbrella shape. 4 to 5 ft. Each.....79c  
**Sycamore:** 71 XM 1221—A fine shade tree. 5 to 7 ft. Each.....67c  
**Weeping Willow:** 71 XM 1226—Excellent tree for damp locations. 6 to 8 ft. Ea. 72c  
On account of size of above trees shipments made by Express from Nursery near Dallas. Not Prepaid. Shpg. wt., each, 5 lbs.

**HEDGE PLANTS**  
Make a permanent living fence. No painting or repairing necessary. First cost is the last. Plant a hedge now.  
**California Privet:** Most generally planted ornamental hedge. Grows rapidly, stands drought. Holds its glossy, green foliage very late.  
**Amoor River Privet (South):** The very best hedge for the south. Foliage resembles that of the Box and stays green most of the year. Shipped from Nursery near Dallas. Postpaid.

California Privet		10	25	50	100
71 X 1957	12 to 18 in.	42c	\$0.95	\$1.85	\$3.45
71 X 1958	18 to 24 in.	59c	1.35	2.49	4.79

**Amoor River Privet**

71 X 1951	12 to 18 in.	59c	1.39	2.59	4.98
71 X 1952	18 to 24 in.	79c	1.79	3.45	6.49

114 c SEARS, ROEBUCK AND CO.



**ALL PRICES** On Pages 108 to 115 **JUNE 1st 1935**  
Inclusive, Good Until

## CANNAS Selected Roots

**Special Assortment**  
Some of the finest varieties are in this assortment. Made up of the following colors: Red, yellow, orange, crimson, gold or yellow spotted red. If you prefer all one color state color. Postpaid.  
**71 X 3424 45c**  
Per Doz. ....

**Finest Named Varieties**  
Here are the choicest varieties for bedding purposes. Showy flowers.  
**King Humbert: 71 X 3400**—Scarlet red flowers with reddish brown foliage.  
**Yellow King Humbert: 71 X 3401**—Yellow spotted red, green foliage.  
**President: 71 X 3402**—Rich glowing red flowers; green foliage.

**Your choice of Above Varieties**  
**12 Roots For 49c** Postpaid  
**Hungaria: 71 X 3403**—The large pink flowers are borne in enormous compact trusses. Green foliage.  
**12 Roots For 55c** Postpaid

## PEONIES

Buy healthy roots producing gorgeous blooms. Our roots have 3 to 5 eyes whereas many usually offered have only 1 or 2. You can have your choice of red, white or pink. State colors wanted. Postpaid.  
**71 X 3180 25c | 3 Roots for 69c**  
Each.....  
**Elephant Ear (Caladium)**  
Grand tropical-looking foliage plant for outdoor planting. Postpaid.  
**71 X 3205 19c | 3 Roots for 49c**  
Each.....

**17c**  
EACH  
Postpaid  
*Chrysanthemums*

These strong plants will produce many beautiful blooms.  
**Rose Perfection:** A deep rosy pink. Early.  
**Golden Glory:** A beautiful shiny gold. A real favorite.  
**Smith's Enchantress:** Large, early Japanese type, beautiful glowing pink.  
**Greystone:** A beautiful bronze.  
**Quaker Maid:** A perfect globe of enormous size. Pure dazzling white.  
**Roman Gold:** A monster bloom of a striking dark yellow shade.  
**October Queen:** A snowy white early variety with incurving center petals.  
**Pink Chieftain:** A deep clear pink. Incurving. Of perfect shape. One of the finest commercial pinks in cultivation.  
**Sungold:** Bright yellow. A late variety.  
**White Chieftain:** A pure white. Will stay in good condition for a long time. Roundest of them all.  
**Betsy Ross:** One of the largest snow whites; used for exhibition purposes at all autumn shows.  
**Harvard:** Japanese type, dark crimson. State variety wanted. Postpaid.  
Chrysanthemums ready for shipment about February 15th.  
**71 X 3550—Each 17c**  
**3 Plants..45c | 6 Plants.. 79c**

**Century of Progress GLADIOLI COLLECTION \$1.00** Post Paid  
**50 Bulbs**  
**5 each of 10 Varieties**  
*Every Variety a Show Winner Greatest Value Ever Offered*  
**Betty Nuthall:** A glowing orange pink with yellow throat.  
**Golden Dream:** One of the best deep yellows.  
**Mammoth White:** White blooms often measure 7 inches.  
**Mrs. P. W. Sisson:** Soft cameo pink. Strong grower.  
**Chas. Dickens:** Purple violet. Long gracious spike.  
**Dr. Bennett:** One of the most brilliant scarlets grown.  
**Minuet:** A very lovely clear lavender.  
**Romance:** Smoky salmon rose with yellow throat.  
**Orange Queen:** An early bloomer. Beautiful copper orange.  
**Giant Nymph:** A winner. Large, light pink with cream throat.  
**71 X 3160 50 Bulbs for \$1.00**  
Postpaid.....  
**The Gold Medal Assortment**  
Each year we add new outstanding varieties to this assortment. Some of varieties included in this collection are worth more per single bulb than we ask for the entire collection. A real bargain! Bulbs differ in size depending on variety. Planting instructions included. Postpaid.  
**71 X 3150 24 Bulbs for 65c**  
Box of.....  
**Surprise Collection**  
Similar to our Gold Medal Assortment, excepting that bulbs are a trifle smaller; will give splendid results. However, the flowers will not be quite as large or the stems quite as strong in every case as those of the larger bulbs. Postpaid.  
**71 X 3151 24 Bulbs for 55c**  
Assortment of .....

**SALE PRICE**  
**50** Gladioli Bulbs  
**3** Canna Roots  
**98c** POST PAID  
~~\$1.50~~ Value  
*Special Bulb Offer*  
**A Real Buy**  
An outstanding assortment of 50 Gladioli Bulbs, selected by experts from choice varieties. These bulbs will average 1 to 1 1/4 inches in size and will produce gorgeous blooms the first summer. Some of the finest Primulinus and large flowering types are included.  
With this collection of Gladioli bulbs we include an assortment of three of the very best Canna roots. Cannas, with their tropical-like foliage and gorgeous blooms are extremely popular for bedding purposes. The varieties included are the best obtainable and the roots are healthy, plump and first class in every way. Postpaid.  
**71 X 3159 Complete Assortment....98c**

**GERANIUMS**  
**21c**  
EACH  
Postpaid

**Double Flowering**  
**Jean Viaud:** Mauve rose.  
**Frances Perkins:** Best pink.  
**Alphonse Ricard:** Vermilion.  
**Beau Poitevine:** Shrimp pink.  
**Buchner:** Pure white.  
**S. A. Nutt:** Dark red.  
**Rose Scented:** Fragrant foliage.  
**Barney:** Double brilliant pink.  
**Helen Mitchell:** Scarlet.  
**Scarlet Bedder:** Semi-double.  
**Kunze:** Rose pink; semi-double.  
**Pelargonium (Easter Greeting):** State variety. Postpaid.  
**71 X 3540 21c | 3 Plants for 55c**  
Each.....

**Wonderful FERNS**  
**23c**  
Each And Up  
Postpaid

**Strong Potted Plants**  
For beauty of foliage and form, these Ferns cannot be excelled. Pots not included. Postpaid.  
**Boston Fern.** A very rapid grower. Most popular variety.  
**71 X 3500—Each..25c**  
**Feather Fern.** Fine for hanging pots. Plants blossom freely and bear large red berries.  
**71 X 3501—Each..23c**  
**Lace Fern.** Fine lacelike foliage.  
**71 X 3502—Each..23c**  
**Maidenhair.** Showy and useful as pot plants.  
**71 X 3504—Each..30c**

**DAHLIAS**  
**\$1.00**  
12 Tubers  
Postpaid

**Easy to Grow Autumn Flowers**  
Dahlias are the popular Fall Flower. Considerable advancement has been made in the development of Dahlias and the varieties obtainable today are far superior to those we used to know years ago. In this fine assortment we have included some of the better, newer varieties. It contains 12 tubers of from 4 to 6 different colors and types. A real value at our low price. Postpaid.  
**71 X 3425 12 Tubers for \$1.00**

**CLIMBING VINES**  
**Honeysuckle (Halls Japanese):** 71 X 1082—Each... 29c  
**Coral Honeysuckle: (Scarlet Trumpet):** 71 X 1081—Each... 37c  
**English Ivy:** 71 X 1090—Each... 25c  
**Trumpet Vine:** 71 X 1078—Trumpet shape flowers. Ea. 29c  
**Queen's Wreath:** 71 X 1080—Fast grower. Rose pink blossoms. Strong roots. Not Pot Plants. Each... 33c  
**Boston Ivy:** 71 X 1091—Each... 35c  
**Wistaria:** 71 X 1083—White or purple. State choice. Each... 35c  
Shipped from nursery near Dallas. Postpaid.

**Wonder Home Plant Collection**  
A selected assortment of the most satisfactory house plants. Can be grouped or used individually.  
**1 Double Pink Geranium, 1 Rose Scented Geranium, 1 French Hydrangea, 1 Moss Fern, 1 Feather Fern, 1 Lovely Colored Coleus.**  
**71 X 3681—Complete Assortment Postpaid... 95c**  
**SEARS, ROEBUCK AND CO. c 115**





SEARS  
SALE PRICE  
**2 BOTTLES  
FOR  
29c**

## CHALLENGE ASPIRIN TABLETS

LOWEST PRICE  
IN OUR HISTORY

Good quality aspirin tablets.  
Each tablet full 5 grains, 100  
tablets to bottle. Shpg. wt.,  
1 lb.

**8 X 140 2 Bottles 29c**  
200 Tablets

### Approved Aspirin Tablets

Quality as fine as money can  
buy. Gives quick safe, relief.  
Dissolves in less than two  
seconds. Conforms to all  
U.S.P. requirements. Each  
tablet full 5 grains, 100 tablets  
to bottle. Shpg. wt., 1 lb. 1 oz.

**8 X 9040 2 Bottles 39c**  
200 Tablets

# SEARS

Be sure to take advantage of this opportunity to buy a supply of staple items at these bargain prices. Two items for 1 cent more than the usual price for one. Sale closes February 28, 1935.

# 1c



SEARS  
SALE PRICE

**2 BOXES FOR  
\$1.00  
89c**

## H.H. Warner's Vaginal Suppositories

Save \$1.12!  
During This Big  
Drug Sale

For promoting  
feminine hygiene.

A dainty popular way to inner  
cleanness. Antiseptic, soothing,  
non-irritating and non-  
odorous. 15 in each box. Shipping  
weight, 5 ounces.

**8 X 223-2 \$1.00 Boxes 89c**

### Vaginal Creme

A vaginal antiseptic for personal  
hygiene. Non-staining,  
greaseless. Shpg. wt., 12 oz.

**8 X 224-2 \$2.00 Tubes \$1.40**



### Vegetable Compound

WOMEN! Don't suffer from  
irritable disposition. Use Walter's  
Vegetable Tonic Compound.

**Chocolate Coated Tablets**  
125 per bottle—2 bottles equal 2  
pints liquid.

Shpg. wt., 1 lb. 4 oz. **2 Bottles 89c**  
**8 X 10-2 250 Tablets**

**Liquid (Pint Size).** Shpg. wt.,  
5 lbs. 12 oz. **2 Bottles 89c**  
**8 X 48-2 for**



### Milk of Magnesia Tablets

The ideal relief for over-  
indulgence from eating or drinking.  
They are pleasant to take,  
sweeten the breath and correct  
stomach acidity. Each tablet is  
equivalent to one teaspoonful  
Milk of Magnesia. Not a habit-  
forming laxative. Mint flavored.  
100 tablets to bottle. Shpg. wt.,  
1 lb. 2 oz.

**8 X 252-2 Bottles 40c**  
200 Tablets

## See Sears Price Cuts



### Hinkle's Tablets Sugar Coated

The old favorite  
for many years. Easy  
to take. 100 tablets  
per bottle. Two  
regular bottles for 1c  
more than the regular  
price for one.  
Shpg. wt., 7 oz.

**8 X 9011**  
**2 Bottles 18c**  
200 Tablets



### Pepsin Charcoal and Soda Tablets

Helps prevent  
indigestion, ab-  
sorbs gas and neu-  
tralizes acids.  
Checks formation  
of gas in stomach  
and lower bowel.  
100 tablets per  
bottle. Shpg. wt.,  
1 lb.

**8 X 9049**  
**2 Bottles 35c**  
200 Tablets



### Cascara Sagrada Extract Tablets

A pleasant  
tonic laxative for  
chronic constipa-  
tion. 100 tablets  
per bottle. 5-  
grain size. Choco-  
late coated Easy to  
take Shpg. wt.,  
1 lb. 1 oz.

**8 X 9042**  
**2 Bottles 35c**  
200 Tablets



### Haarlem Oil Capsules

An old favorite  
diuretic used suc-  
cessfully for years.  
Two boxes of 48 cap-  
sules each for only  
1c more than the  
regular price of one.  
Shpg. wt., 2 boxes,  
8 oz.

**8 X 9017**  
**2 Boxes 38c**  
96 Capsules



### Epsom Salt Compound Tablets

A quick, easy and  
effective laxative.  
They are sugar  
coated and easy to  
take. Two tablets  
as effective as a  
tablespoonful of  
epsom salt.  
Shpg. wt., 1 lb. 1 oz.

**8 X 9015**  
**2 Bottles 40c**  
200 Tablets



### Saccharin Tablets

1/2 grain size. 100  
tablets to bottle.  
About 500 times  
as sweet as pure  
cane sugar. Ideal  
substitute for sug-  
ar. Shpg. wt., 6 oz.

**8 X 9066**  
**2 Bottles 25c**  
200 Tablets



### Vita-Kelp Tablets

Minerals from the Sea. A weight  
normalizer. Reduces the over-  
weight and builds up the under-  
weight by balancing diet and  
supplying essential minerals not in reg-  
ular diet. A pure sea kelp. 300  
tablets per bottle. Shpg. wt., 2 lbs.

**8 X 9018-2 Bottles 98c**  
600 tablets



### Walter's Laxative Tea

A combination of natural vege-  
table ingredients that helps take off  
fat the easy, healthy way. Two 75c,  
4 oz. size cans for 1c more than the  
usual price for one in Our General  
Catalog. Shpg. wt., 12 oz.

**8 X 262....2 Cans 50c**  
8 ounces



### Imported Bay Rum

Finest Vir-  
gin Island  
quality. Full  
strength. For  
after shaving  
or for invigo-  
rating body  
rub. Shpg.  
wt., 3 lbs. 4 oz.

**8 X 4866**  
**Two 30c**  
8-oz. Bottles



### Lyon's Hair Gloss

Helps keep hair  
combed and well  
groomed. Prolongs  
life of permanent  
wave. Nicely per-  
fumed. 4-oz. bot-  
tles. Shpg. wt., 2  
bottles, 1 lb. 11 oz.

**8 X 3765**  
**2 Bottles 40c**  
for



### NEW! Talia Lotion for Hands and Face

Soothes the skin.  
Protects against wind  
burn. Excellent pow-  
der base. Regular price  
50c per bottle.  
Shpg. wt., 2 bottles,  
1 lb. 10 ounces.

**8 X 9402**  
**2 Bottles 51c**  
for



### Mentho-Lather Shaving Cream

Specially  
prepared for  
sensitive faces.  
Abundant  
lather. Shpg.  
wt., 12 oz.

**8 X 9456**  
**2 Large 36c**  
Tubes

### Rubber Gloves

Chocolate  
color. Me-  
dium weight  
soft and  
pliable.  
Sizes, 7, 8,  
or 9. Be  
sure to order one size larger than  
your dress glove. Shpg. wt., 10 oz.

**8 X 9250-2 Pairs..... 40c**





# SALE

## Lyon & Lyon Milk of Magnesia Tooth Paste

Double Size Tubes at the  
Lowest Price Ever Offered

Here is a golden opportunity to purchase our regular double size tooth paste at the lowest price in our history. Take advantage of this timely offer by buying six or more tubes. NOW! They keep indefinitely and you don't know when you'll get such an opportunity to save again. Contains over 50% of U.S.P. Milk of Magnesia—Neutralizes mouth acidity and contains excellent cleansing properties. A delightful dentifrice that cleans teeth safely and effectively. Shpg. wt., 2 tubes, 10 oz.

2 Giant 30c  
8 X 4399 2 Tubes 30c

SEARS  
SALE PRICE  
2 GIANT  
TUBES  
30c



## IRON and YEAST TABLETS

\$1.00 Size Bottles  
Regularly 68c each

Don't be skinny and unattractive! Don't be embarrassed about your figure. Just take Iron and Yeast Tablets, which is pure Concentrated Yeast combined with Iron Tonic, and you'll be surprised with the results. Keeps the system clean and improves the appetite. Helps build up run-down condition. 100 tablets per bottle. Shpg. wt., 2 bottles, 1 lb. 4 oz.

8X46-2 Bottles 69c  
200 Tablets

SEARS  
SALE PRICE  
2 BOTTLES  
FOR  
69c



## Easy-to-Eat Pure Yeast Tablets

2 50c Size Bottles 35c



### Doctors Recommend Yeast for Health

Be sure to take advantage of this special offer. These Yeast Tablets keep fresh for months—so buy your season's needs.

Five tablets equal one cake of fresh Yeast in vitamin content. You'll enjoy their rich, appetizing nut-like flavor. These pure Yeast Tablets are the easiest way to take Yeast. They are pure Yeast with only the water and gas removed. Contain rich stores of Vitamins B and G. Help increase appetite and put on weight. Excellent for listless undernourished children, for indigestion, constipation, to help clear up the skin, etc. Shipping weight, 1 lb. 4 oz.

8 X 9039—60 Tablets per Bottle..... 2 50c Size Bottles 35c

## Beauty Aids Not Costly Here



### Lady Janis Beauty Creams

Here is an opportunity to buy at extremely low prices. Two jars for 1c more than our usual price for one. Shipping weight, 2 jars, 1 lb. 4 oz.

Tissue Cream Foundation Cream  
8 X 3192 8 X 3161  
2 for 70c 2 for 70c

### Unguentine Skin Cream

Two regular 60c size jars for less than the usual cost of one. This is an exceptional value. A non-greasy cream that is soothing and softening to the skin. For face and hands. Heals windburn and chapped skin.

Postpaid 8 X 9401 2 60c Jars for 57c



### Tre-Jur Face Powder

This is a wonderful bargain at this extremely low price. Choice of Flesh or Rachel shades. Be sure to state shade wanted. Shipping weight, 2 boxes, 8 oz.

8 X 9455  
2 50c Size Boxes 39c

### Cocoanut Oil Shampoo

Lyon's Cocoanut Oil Shampoo helps keep hair and scalp clean and healthy. Will not dry scalp. Delicately perfumed. 4-oz. bottles. Shipping weight, 2 bottles 1 lb. 14 oz.

8 X 9505  
2 Bottles for 39c



### Honey, Rose and Almond Cream

Prevents chapped hands and gives the skin a velvety smoothness. Shpg. wt., 1 lb. 10 oz.

8 X 3648  
2 4-oz. Bottles 34c



### Ben Hur Perfume

One of the most popular, delicate and lasting fragrances. In beautiful bottles. Real value at this low price. Shpg. wt., 2 bottles, 14 oz.

8 X 2925  
2 \$1 Size Bottles 77c



### Savita Yeast Tablets

For toning and stimulating the intestinal system. Used and endorsed by the famous Battle Creek Sanitarium. Easy to take. Shipping weight, 1 lb. 4 oz.

8 X 691  
2 75c Size Bottles 69c



### Bile Salts Compound Tablets

Used by physicians in treatment of that type of constipation due to a lack of bile. 100 chocolate coated tablets per bottle. Shpg. wt., 2 bottles, 1 lb.

8 X 9023  
2 Bottles for 90c



### Army and Navy Suspensories

The popular style with silk sack. Easy and comfortable to wear. Medium or large sizes. State size. Regularly 89c each. Shipping weight 4 oz.

8 X 9308  
2 for 90c



### Dr. Walter's Im- proved Corn Pads

Remove, Protect and Prevent the return of corns. Medicated disc removes it while the pad covers and protects it. 12 Pads and 8 Discs in box. Shipping weight, 2 oz.

8 X 1267  
2 25c Boxes for 18c



### Improve Douche Tablets

100 tablets in box. Contains no poisonous or corrosive chemicals. Harmless and healing. Easily prepared. Our General Catalog price 89c each. Shipping weight, 10 oz.

8 X 209  
2 Boxes 200 Tablets 90c

## Special Prices on Reputation Tooth Brushes



Medium or hard bristles.  
State choice. Shipping weight, each, 2 oz.

Sloping 8X4332 2 Brushes 29c 30c  
Tufted 8X4330 2 Brushes 29c 30c





SEARS SALE PRICE **59c** WAS ~~67c~~

**Walter's COD LIVER OIL CONCENTRATE TABLETS**

**Don't Stay Skinny**

**Don't be unattractive.**

Buy nothing but the best. Walter's Tablets are the highest quality. Take advantage of the Big Bargain by stock-up now.

Enjoy robust health and vigor. Build yourself up and protect yourself from the winter ills which come when your resistance is low. Use these tasteless and odorless sugar coated genuine Cod Liver Oil Tablets and see yourself gain from week to week. Hollows fill out, cheeks take on a healthy color. Walter's tablets are not just an extract of Vitamin D, but pure cod liver oil in concentrated sugar coated tablet form.

Each tablet equals 1 teaspoonful U. S. P. Cod Liver Oil in Vitamins A and D. Shpg. wt., 9 oz.

8 X 45.....100 Tablets Per Bottle **59c**

SEARS SALE PRICE **59c** WAS ~~69c~~

**Approved NORWEGIAN COD LIVER OIL**

### Double U.S.P. Strength

A Natural Oil Twice as Strong as U. S. P. Standards  
Use only half as much to get the same results.

1 Pt. (16-oz.)	1 Qt. (32-oz.)
Shpg. wt., 2 lbs. 11 oz.	Shpg. wt., 5 lbs.
8 X 20 ..... <b>59c</b>	8 X 21 .... <b>98c</b>

### Challenge Cod Liver Oil

**Standard Strength U. S. P. Cod Liver Oil**

1 Pt. (16-oz.)	1 Qt. (32-oz.)
Shpg. wt., 2 lbs. 10 oz.	Shpg. wt., 5 lbs. 2 oz.
8 X 53 .... <b>39c</b>	8 X 54 .... <b>67c</b>



### Coco Cod

The Cod Liver Oil That Tastes Like Chocolate

#### SPECIAL OFFER!

We give you one \$1.00 size bottle Coco Cod Tablets with each bottle of Coco Cod, all for 67c. Children love Coco Cod because it is delicious. Rich in vitamins A, B and D. Postpaid.

8 X 9014..... **67c**



**McCoy's COD LIVER OIL EXTRACT TABLETS**

Concentrated Cod Liver Oil  
Easy-to-take tablet form. Each tablet equivalent to 1/2 teaspoonful Cod Liver Oil. Shpg. wt., 3 oz. \$1.00 size.

8 X 17..... **67c**



**Approved 100 CAPSULES HALIBUT LIVER OIL VITAMIN CONCENTRATE**

The Ideal Way to Get Vitamins  
Each capsule equivalent to 4 teaspoons cod liver oil in vitamins A and D.

8 X 65	8 X 66
Shpg. wt., 2 oz.	Shpg. wt., 4 oz.
25 Capsules... <b>69c</b>	100 Capsules.. <b>\$1.98</b>



**Double Strength**  
20 minim capsules of vitamin guaranteed double strength Cod Liver Oil.

8 X 16—Shpg. wt., 11 oz. \$1.00 size.

100 Capsules for **69c**

### Lowest Possible Prices

- |   |                        |
|---|------------------------|
| <b>Hopper's Restorative Cream</b><br>8 X 3194—\$1.10 size. Postpaid   | <b>74c</b>             |
| <b>Mentholatum</b><br>8 X 328—60c size. Postpaid  | <b>40c</b>             |
| <b>Ovaltine</b><br>8 X 37—\$1.00 size—14 oz. Postpaid   | <b>57c</b>             |
| <b>Listerine</b><br>8 X 225—Large size. Postpaid  | <b>59c</b>             |
| <b>Condensed Jad Salts</b><br>8 X 389—60c size. Postpaid  | <b>40c</b>             |
| <b>BiSoDoL</b><br>8 X 156—\$1.00 size. Postpaid   | <b>67c</b>             |
| <b>Lysol</b><br>8 X 234—\$1.00 size. Postpaid   | <b>79c</b>             |
| <b>Doan's Pills</b><br>8 X 376—75c size. Postpaid   | <b>50c</b>             |
| <b>Feenamint</b><br>8 X 290—50c size. Postpaid  | <b>39c</b>             |
| <b>Pebeco Tooth Paste</b><br>8 X 4389—50c size. Postpaid  | <b>2 Tubes for 73c</b> |
| <b>Listerine Tooth Paste</b><br>8 X 4391—25c size. Postpaid   | <b>2 Tubes for 37c</b> |
| <b>Kolynos Tooth Paste</b><br>8 X 4386—50c size. Postpaid   | <b>33c</b>             |
| <b>Lady Esther Cream</b><br>8 X 3052—83c size. Postpaid   | <b>55c</b>             |
| <b>Lady Esther Face Powder</b><br>8 X 2865—\$1.10 size. Rachel, Beige, Flesh, Brunette, Dark Brunette. Postpaid | <b>74c</b>             |
| <b>Hinds Honey and Almond Skin Cream</b><br>8 X 3609—50c size. Postpaid   | <b>37c</b>             |
| <b>Jergen's Lotion</b><br>8 X 3608—50c size. Postpaid   | <b>34c</b>             |
| <b>Vick's Vaporub</b><br>8 X 337—75c size. Postpaid   | <b>50c</b>             |
| <b>Yeast Foam Tablets</b><br>8 X 30—50c size. Postpaid  | <b>34c</b>             |

### REDUCING AIDS at Lowest Possible Prices

SEARS SALE PRICE **79c** Quart

**Approved RUSSIAN MINERAL OIL**

### Gentle-Safe-Mild

**Extra Heavy Imported Tasteless Russian Mineral Oil**

Non habit forming; non fattening. This is the very finest oil available.

1 Quart (32-oz.)	1 Gallon (128 oz.)
8 X 266	8 X 280
Shpg. wt., 4 lbs. 14 oz. <b>79c</b>	Shpg. wt., 8 lbs. 12 oz. <b>\$2.39</b>

### Challenge Mineral Oil

A good grade, medium heavy, mineral oil at a sensationally low price. Tasteless and absolutely pure.

1 Quart (32-oz.)	1 Gal. (128-oz.)
8 X 276	8 X 277
Shpg. wt., 4 lbs. 14 oz. <b>49c</b>	Shpg. wt., 8 lbs. 12 oz. <b>\$1.79</b>

**Star of Texas Genuine Mineral Water Crystals**

A product of TEXAS  
Texas Mine DISTRI

SEARS SALE PRICE **69c**

### Famous Texas Mineral Water Crystals

Greatly Reduced Regularly Sells at \$1.25

Simply the water of Texas mineral wells crystallized—nothing added. Merely add Crystals to ordinary drinking water. Costs you less than 6c per gallon. One package represents approximately fifteen gallons of the original mineral water. Enjoy the same benefits visitors to Texas have enjoyed for years. Shipping weight, 2 lbs. 8 oz.

8 X 357—Per Box..... **69c**

**These Low Prices Are for Mail Orders Only**

**Bon Kora TREATMENT**

Don't let rolls of ugly fat ruin your looks. Bon Kora is widely advertised as a safe means of reducing fat. No starving. No dangerous drugs. Shpg. wt., 2 lbs. 8 oz. \$1.00 size.

8 X 386..... **67c**



### Germania Tea

Widely advertised as a help in acquiring a youthful slender figure, at the same time enjoying good health. Shpg. wt., 4 oz. \$1.00 size.

8 X 387 .... **67c**



Helps reduce weight the safe, healthy way. Easy to take and gives results. Also intended for the relief of dizziness, biliousness, sick headache etc. Pleasant to take. Shpg. wt., 1 lb. 9 oz. 75c size.

8 X 243..... **44c**



### Kruschen Salts

The widely advertised fat reducing salt used by thousands of women. Postpaid. \$1.00 size.

8 X 390..... **73c**





**\$1.50 MELLO-GLO 89c**  
Value for

Mello-Glo Face Powder, \$1.00 size (natural shade) and 50c size box Mello-Glo cake rouge (natural shade). Postpaid.

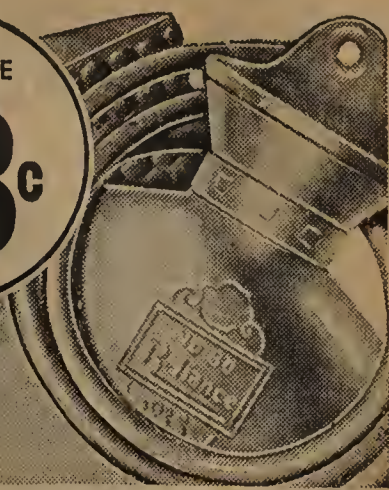
8 X 9422—Both for.....89c

# 21 for SALE

With the purchase of any article on this page you get FREE merchandise as explained in each description below. Every offer an outstanding value.

All Prices Are for Mail Order Only

SEARS  
SALE PRICE  
**98c**



**\$1.75 Value for 98c**  
**Combination Water Bottle and Syringe**  
[With Sponge Rubber Cover FREE!]

Good quality 2-qt. red rubber bottle. Completely equipped with pipes and tubing, with a sponge rubber cover included. Cover retains heat 20% longer and prevents burns if very hot water is used. Shipping weight, 1 lb. 9 oz.

8 X 9254  
Complete with cover....98c



**\$1.25 LADY JANIS 69c**  
Value for

Lady Janis Face Powder, known for its fine, smooth texture, your choice of Natural, Rachel 1, or Rachel 2 (state shade) and a box of Lady Janis Cake Rouge in medium shade. Shpg. wt., 8 oz.

8 X 9460—Both for.....69c



**85c ZIP 49c**  
Value for

50c size ZIP Cream Depilatory and 35c jar of ZIP Deodorant Cream. Shpg. wt., 8 oz.

8 X 9432  
Both for.....49c



**\$1.50 ZIP 98c**  
Value for

A regular 50c wood jar of new ZIP Deodorant with \$1.00 size ZIP 4-Piece Set containing Epilator Wax, Cleansing Cream, Salve and Antiseptic Powder. A big value. Shipping weight, 10 ounces.

8 X 9431—All for.....98c



SEARS  
SALE PRICE  
**24c**



**Milk of Magnesia 60c**  
Value for **24c**

16-oz. bottle Milk of Magnesia and 10c package Corex; the Milk of Magnesia Chewing Gum. Each Corex equals 1/2 teaspoonful Milk of Magnesia. Shipping weight, 2 lbs. 14 oz.

8 X 9006—Both for 24c



**\$1.50 ARMAND 1.00**  
Value for

A box of regular \$1.00 size Armand's popular Symphonie Face Powder together with a regular 50c bottle of Armand Interlude Perfume. A big value. Postpaid.

8 X 9463  
Both for.....\$1.00



**80c PERFUME 39c**  
Value for

Famous Blue Kamel Perfume. Your choice of Gardenia, Carnation; Sweet Pea, Lilac or Lily of the Valley. Dainty purse size dram bottles. Shpg. wt., 5 oz.

8 X 9450  
2 bottles for 39c



**\$1.50 THREE FLOWERS 73c**  
Value for

Regular 83c size box of Three Flowers Face Powder, your choice of Natural or Brunette shades, and a bottle of Three Flowers Perfume (67c value). Postpaid.

8 X 9451  
Both for.....73c



**\$1.05 LUXOR 45c**  
Value for

55c size Luxor Face Powder. Choice of White, Flesh or Rachel and 50c size Cream Rouge (natural shade). A wonderful value. Postpaid.

8 X 9446  
Both for.....45c



SEARS  
SALE PRICE  
**83c**

**LYGEL VAGINAL JELLY \$1.75**  
Value for **83c**

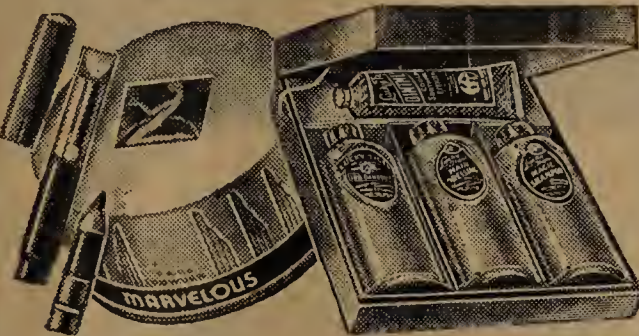
A \$1.00 kit (tube of Lygel Jelly and applicator pipe) and extra, 75c size tube Lygel Jelly. Shipping weight, 14 oz.

8 X 9068—All for 83c

**\$1.05 MARVELOUS 55c**  
Value for

Regular 55c size box of Marvelous Face Powder, Natural or Rachel (state choice wanted) together with new 50c combination eyebrow pencil (black) and lipstick (medium). Postpaid.

8 X 9438  
All for.....55c



**\$2.10 PRINCESS PAT 98c**  
Value for

Regular \$1.10 size Face Powder, Flesh or Brunette, with \$1.00 size Cold Cream. Postpaid.

8 X 9453  
Both for.....98c

**83c APRIL SHOWERS 49c**  
Value for

55c size Face Powder, Naturelle or Rachel, (state choice), with bottle perfume (28c value). Postpaid.

8 X 9458  
Both for.....49c



**\$1.00 GOLDEN PEACOCK 34c**  
Value for

Regular 50c jar Bleach Cream and bottle of the popular Carioca Perfume. Postpaid.

8 X 9447  
Both for.....34c

**\$1.25 ITALIAN BALM 55c**  
Value for

Reg. 60c size bottle Campana's Italian Balm, with handy metal wall dispenser (65c value). Postpaid.

8 X 9461  
Both for.....55c

**\$1.10 AMBROSIA 55c**  
Value for

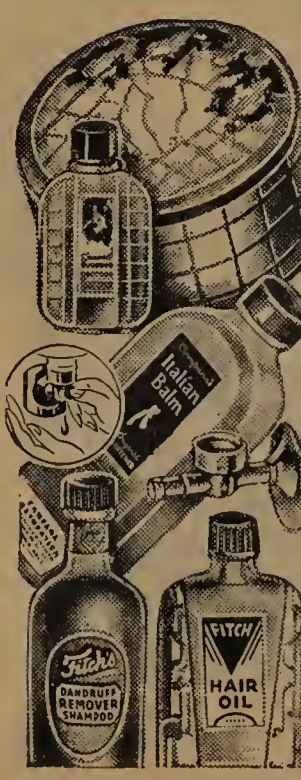
2-oz. bottles of Ambrosia Liquid Cleanser, Dry Skin Cream, and Skin Tightener. Postpaid.

8 X 9430  
All for.....55c

**\$1.00 FITCH 59c**  
Value for

Regular large 75c size Dandruff Remover Shampoo, together with 25c size Fitch Hair Oil. Postpaid.

8 X 9405  
Both for.....59c



**\$1.50 IMPROVE DOUCHE 89c**  
Value for

50 Antiseptic Douche Tablets included with fine vaginal douche. Shipping weight, 13 oz.

8 X 9292  
Both for.....89c



**\$1.00 ANALGESIC BALM 33c**  
Value for

Two regular 50c size tubes, Approved Analgesic Balm for our regular price of one. Shpg. wt., 5 oz.

8 X 319  
2 tubes for...33c



**75c HAIR BRUSH AND COMB SET 39c**

Ebony color brush, black bristles, hard rubber comb. Shpg. wt., 8 oz.

8 X 9404—Both for.....39c



**75c VALUE for 29c**

Finest quality Tooth Brush with 25c size Milk of Magnesia Tooth Paste. Shpg. wt., 8 oz.

8 X 9448—Both for..29c





SALE PRICE

98c

## ROYAL COMBINATION HOT WATER BOTTLE AND SYRINGE

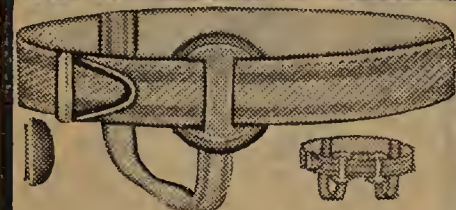
SAVE MONEY HERE  
A Real \$2.00 Value

Fine heavyweight red rubber Combination surpassing U. S. Government specifications. Over 2 quart capacity. Equipped with screw pipes and rapid flow tubing. Shpg. wt., 1 lb. 9 oz.

8 X 9283.....98c

Hot Water Bottle Only  
Shpg. wt., 1 lb. 3 oz. 79c

(Not Illustrated)



### Sponge Rubber Pad Elastic Truss

A \$5.00 Value.

Reduced over 25% from our regular low price

Comfortable, lightweight sponge rubber pad is soft, yet gives firm support. Even sizes, 30 to 42. State size.

Single Truss 8 X 1305—Shpg. wt., 7 oz... \$1.69  
Double Truss 8 X 1306—Shpg. wt., 9 oz... \$2.59



### Cooper Arch Support

Regular \$3.50 Value

Lightweight stainless metal and leather arch support. State size and width of shoe. Shpg. wt., 12 oz.

8 X 1208—Pair \$1.69

### Dr. Walter's Ankle and Arch Support

Regular \$1.50 Value

Comfortable two-way stretch elastic. Supports arch and ankle firmly without discomfort. State size and width of shoe. Shpg. wt., 3 oz.

8 X 1209 Each... 89c  
2 for \$1.69  
Shpg. wt., 4 oz.



### Seamless Irrigator Syringe

A \$1.50 Value  
White enamel. 2-qt. capacity. Complete with tubing, pipes and shut off. Easily sterilized.

8 X 9293  
Shpg. wt., 1 lb. 12 oz. 88c



### Syringe Attachment

A Regular 50c Value

Make a fountain syringe out of your hot water bottle. About 5 feet of heavy red tubing and equipment as shown.

8 X 9294—Shpg. wt., 9 oz. 27c  
Tubing only. Shpg. wt., 7 oz. 8 X 2472.....15c



### Family Bed Pan

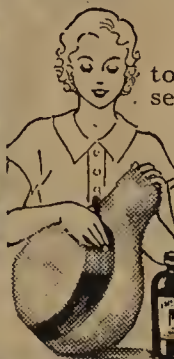
A Regular \$2.50 Value

Triple-coated vitreous white enamel. Large opening for use as a bed pan. Spout for use as male urinal. Tight fitting cover. 8 X 2695 Shpg. wt., 4 lbs. 6 oz. \$1.59



### Duco Household Cement

Transparent, colorless. Mends wood, linen, china, jewelry, marble, ivory, celluloid, paper—everything but rubber. Will stick indefinitely. Shpg. wt., 4 oz. 8 X 406—25c size... 19c



### Meat Smoke

The quick, easy way to smoke meat. Preserves all the natural juices. One quart cures about 250 lbs. meat or fish. Shpg. weight, each, 4 lbs. 14 oz.

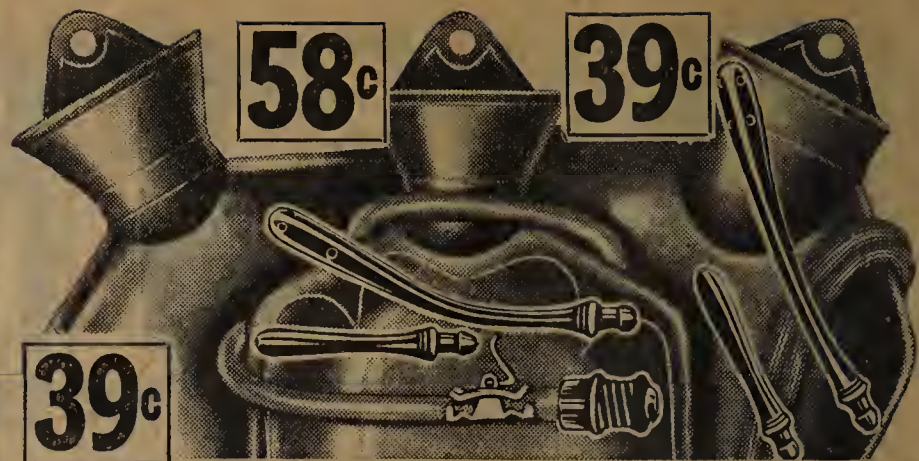
8 X 554  
1-Quart Bottle... 54c  
2 Bottles for... 95c



### Nippon Toilet Paper

A \$1.25 Value

Good quality at a bargain price. 24 rolls in a convenient carton for storing. 4-oz. rolls about 430 sheets per roll. Sheets, 4 1/2 x 5 in. Shpg. wt., 7 lbs. 14 oz. 8 X 438.... 24 for.. 69c



58c

39c

39c

### Seamless Rubber Goods—At Special Bargain Prices

Fresh, Live, Red Rubber—Full 2-Quart Capacity

Unbelievable as it may seem, these are not "seconds", but first quality goods made from new, live red rubber. Regular 75c to \$1.00 quality. Syringe and combination equipped with 4 3/4 feet of tubing with shut off and hard rubber pipes as illustrated.

Hot Water Bottle  
8 X 9277  
Shpg. wt., 14 oz.... 39c

Combination Hot Water Bottle and Syringe  
8 X 9275  
Shpg. wt., 1 lb. 2 oz. .... 58c

Fountain Syringe  
8 X 9276  
Shpg. wt., 15 oz. .... 39c

### Miracle Douche

A \$5.00 Value

The special, scientifically designed pipe throws a soft, gentle spray, upwards and outwards from all sides and tip. This assures thorough, complete cleansing. Comes apart; may be carried filled, in small rubberized bag, furnished. 10 oz. bulb.

8 X 2304—Shpg. wt., 15 oz. .... \$2.59



### Special Value Douche

8-oz. capacity. Shpg. wt., 12 oz.

8 X 9299—A \$1.50 Value 79c  
Low Priced Douche  
8 X 9298—(Not illustrated). Shpg. wt., 11 oz. A \$1 Value.. 49c

### Balloon Spray Douche

Has large 10-oz. capacity red rubber bulb, tight fitting shield and balloon spray pipe. Cleanses thoroughly. Shpg. wt., 11 oz. A \$2.00 Value. 8 X 9296..... 98c

33c



### Hospital Cotton

A 55c Value

1-lb. Roll. Same quality surgical cotton as is preferred in many hospitals. Soft, absorbent and sterilized. Safe for all purposes. An excellent value. Shpg. wt., 1 lb. 3 oz. 1-lb. Roll.

8 X 9225—Per Roll... 33c

### Adhesive Tape

A 25c Value

1-In. x 5 Yds. Finest quality. Exceeds U.S. Gov't. specifications. Zinc Oxide base. Pulls off clean leaving no gummy mass. Handy metal package. Shpg. wt., 3 oz.

8 X 9201—Per Roll 14c



### Gauze Bandage

A 30c Value

2in. x 10 yds. Practically lint and ravel proof. Sterilized. In dustproof cartons. Shpg. wt., 5 oz.

8 X 9203 3 rolls for.. 19c

### Hospital Gauze

A 55c Value

36-In. x 5 yds. Closely woven. Practically lintproof. Sterilized. Shpg. wt., 7 oz.

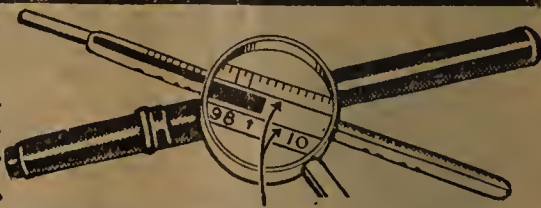
8 X 9226—Per Roll. 33c

### Taylor Fever Thermometer

A \$1.00 Value

Easy to read one-minute style. Mercury always between red lines. Guaranteed absolutely accurate. Shpg. wt., 3 oz.

8 X 2600..... 59c



RED LINES ALWAYS INDICATE WHERE TO READ



### Reliable 24 Sanitary Pads for.. 35c

A 50c Value

Extra size with form fitting tapered ends. Highly absorbent. No chance for seepage on clothes. Non-absorbent layer of cellulose prevents this. Shpg. wt., 2 boxes, 1 lb. 8 oz.

8 X 2645—2 Boxes of 12 Ea. 35c

**Johnson's Baby Powder**  
8 X 2157—Postpaid 19c

**Tangee Lipstick**  
8 X 3371—Small size. Postpaid 34c

**Wildroot Hair Tonic**  
8 X 3806—\$1.10 size. Postpaid 74c

**Mar-O-Oil Shampoo**  
8 X 3832—\$1.00 size. Postpaid 67c

**Pompeian Face Powder**  
8 X 2800—Flesh, Peach, Rachel, or Natural (Nude). Postpaid 45c

**Listerine Shaving Cream**  
8 X 4911—25c size. Postpaid 21c

**Palm Olive Shaving Cream**  
8 X 4935—Postpaid 23c

**Mulsified Shampoo**  
8 X 3836—\$1.00 size. Postpaid 70c

**Anacin Tablets**  
8 X 129—25c size. Postpaid 17c

**Odo-Ro-No**  
Liquid Deodorant  
8 X 3701—60c size. Postpaid 49c



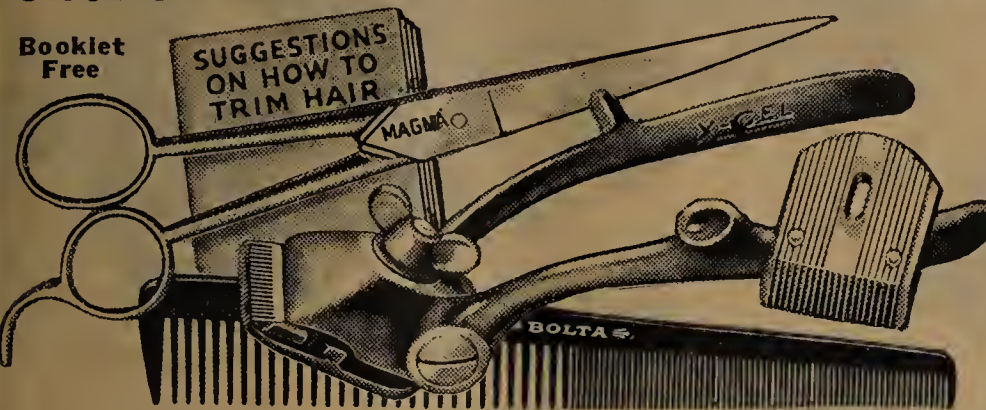
# PRICES SLASHED on These PROFESSIONAL TYPE KEEN EDGE SHEARS

**Our 49c Shears Cut to 39c**  
Low priced; but they'll do a surprisingly good job of hair cutting. Well tempered steel, nickel plated finish. Full 7½ inches long. Shpg. wt., 4 oz.  
**8 X 6225 ..... 39c**

**Imported Shears—Reduced!**  
Price cut from \$1.39 to 98c during this sale, only! Full nickel plated. Properly adjusted blades. Length 7½ inches. Made in Germany. Shpg. wt., 4 oz.  
**8 X 6227 ..... 98c**

Booklet Free

**SUGGESTIONS ON HOW TO TRIM HAIR**



## Barber Outfits for Cutting or Trimming Hair

Just look at these low prices! You'd never believe it possible to buy such high quality at these prices.

### Sears 2-in-1 Clipper Set

Consists of: 2-in-1 Clipper: Tempered steel blades. Two cutting plates. Size 000 cuts almost as close as a razor and size 0 cuts to ¼ of an inch. Barber Shears (Made in Germany) 7½ in. long, solid steel, nickel plated. Comb, flexible tapered hard rubber, 7 inches long. Shpg. wt., 12 oz.

**8 X 9441—Set, Complete..... \$1.98**

### Popular Priced Set

(Not Illustrated)  
Nickel plated clipper, size, 000; 7½-in. shears and 7-in. hard rubber comb.

Shpg. wt., 10 oz.  
**\$1.50 Value. 8 X 9444 \$1.19**

**Sears SALE PRICE**  
Was \$1.98  
Now **\$1.49**

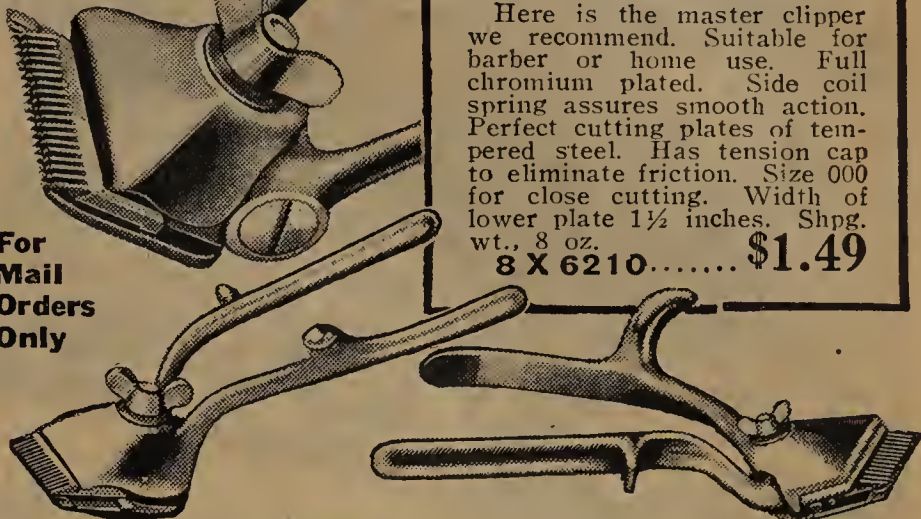
## Standard STA-SHARP CLIPPER

Our Big Price Reduction for this Sale Only. Buy Now  
**A Usual \$3.50 Quality**

Here is the master clipper we recommend. Suitable for barber or home use. Full chromium plated. Side coil spring assures smooth action. Perfect cutting plates of tempered steel. Has tension cap to eliminate friction. Size 000 for close cutting. Width of lower plate 1½ inches. Shpg. wt., 8 oz.

**8 X 6210..... \$1.49**

For Mail Orders Only



### Low Priced Clipper

A serviceable, durable nickel plated clipper at a real bargain price. Size 000, cuts fine. Tempered steel plates. Width of lower plate 1½ in. This is a handy size for general hair cutting. Shpg. wt., 9 oz.

**8 X 9406..... 69c**

### Boker Ball Bearing Clipper

Hard tool steel plates, 1½ in. wide. Ball bearing container insures smooth operation. Shpg. wt., ea., 9 oz.

Size, 00. Cuts ¼ in. **\$1.19**  
**8 X 6205.....**  
Size, 000. Close Cutting. **1.29**  
**8 X 6206.....**

## 50 Razor Blades 39c

### Lowest Price in the U. S.

These are all new first quality blades. The bargain offer you can't afford to miss. Put in your year's supply of blades now! Fits all popular style double edge razors. Postpaid.

**8 X 9492..... 50 Blades for 39c**



**Fine Imported Razor**  
Skillfully hollow ground. ¾-in. Chrome steel blade. Honed point. Made in Germany. Shpg. wt., 2 oz.  
**8 X 6410. \$2.39**

**Genuine Badger \$1.50 Value. Ever-Ready Shaving Brush.**  
Large tuft. Blue and white celluloid handle. 4-in. long. Shpg. wt., 4 oz.  
**8 X 1178.. 89c**

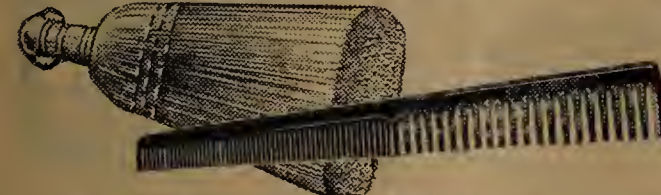


### Improved Twinplex Stropper

A \$1.90 Value

During This Sale Five Sta-Sharp Safety Razor Blades are included with each stropper. A genuine shell horsehide stropping roller with hone. In case. For Gillette type blades. Shpg. wt., 11 oz.

**8 X 9445 \$1.39**



**Whisk Brooms**  
Finest quality broom corn. Strongly constructed. 10-in. length. Shpg. wt., 8 oz.  
**8 X 1111.. 29c**

**Barbers' Comb**  
7-in. flexible black hard rubber comb. Thin tapering style. Shpg. wt., 2 oz.  
**8 X 1007.... 9c**

### Blue Sta-Sharp Razor Blades

A proven, serviceable blade. Properly tempered. Expertly ground. Postpaid.

**8 X 6397**  
**10 Blades for 23c**

### Super Sta-Sharp Razor Blades

Our best blades reduced. Every blade pre-inspected. Rust-resisting surgical chrome steel blades. Will hold edge longer. Expertly ground.

**8 X 6399—Postpaid**  
**10 Blades for 39c**

### Swan Single-Edge Razor Blades

These blades fit Gem and Ever-Ready razors. Good serviceable blades, low priced. Postpaid.

**8 X 9491**  
**10 Blades for 17c**

**This Sale Closes Feb. 28, 1935**



### 30 Cakes Toilet Soap

**\$1.00 Value 69c**

Here's a real money saving opportunity. 30 cakes (over 5 lbs.) of delightfully perfumed toilet soap in assorted rose, green, white and lavender colors. Buy now while the sale lasts. Shpg. wt., 5 lbs. 12 oz.

**8 X 9437**  
**30 Cakes for 69c**

### My Baby's Combination Offer

One 25c can of Talcum and two 15c cakes of pure Olive Oil Castile Soap. Shpg. wt., 13 oz.

**8 X 9440 29c**

### My Baby's Castile Soap

Shpg. wt., 13 oz.  
**8 X 4997 27c**

### My Baby's Talcum

Shpg. wt., 12 oz.  
**8 X 4010 27c**

### Goldman's Hair Colorator

For applying the natural color to faded hair. Full directions included. Choice of No. 1 (Dark to medium brown); No. 2 (Medium brown to light brown); No. 3 (Very light brown to blonde) and Extra strong (for black hair). Be sure to state color choice.

**8 X 3878**  
**Postpaid \$1.23**

### Wildroot Wave Powder

Enough powder to make at least 3 pints of heavy wave lotion. Simply mix with water. For finger waving or resetting permanent waves. Easy to use. Dries quickly. Does not leave white flakes. Delicate bouquet fragrance.

**8 X 3855**  
**Per Box. Postpaid... 17c**

### Lakro Hair Colorator

Vegetable product used in exclusive beauty shops. More than enough for four full treatments. Will not rub off or wash out. Choice of Black; Darkest Brown; Dark Brown; Medium Brown; Light Brown; Auburn and Blonde. State color. Shpg. wt., 1 lb. 9 oz.

**8 X 3876**  
**\$5.00 Size... \$2.39**

### Cleansing Tissues

Finest quality soft, absorbent tissue. Economical for wiping away surplus cream from hands or face. Also used as handkerchiefs, and for many other purposes. Snow white. Size, 9x10 inches. Shpg. wt., 12 oz.

**8 X 9408**  
**500 Sheets for 29c**

**SEARS C 121**





**STANDARD MODEL NO. 5**  
On Famous K Base

## Genuine UNDERWOOD

### 100% Factory-Rebuilt—For Home or Office

If you ever wanted a typewriter, NOW is the time to buy. These "Perfection Rebuilt" Underwoods were stripped to the base by factory experts and then rebuilt step-by-step to look and type like new. Worn parts have been replaced—new live rubber installed—a brilliant job of renickeling and re-enameling. Even worn type replaced by special process. This is the famous Underwood with late features and smooth action. Price is the only essential difference between these 100% Factory-Rebuilt Underwoods and brand new machines. Their sturdiness and clean-cut performance offers years of brilliant service. (Touch Typewriting pamphlet included.) 10-day trial; money returned if not satisfied. Shpg. wt., 40 lbs.

PICA Type **3 X 4567** Cash **\$37.95**  
ELITE Type **3 X 4568** Price.....  
Easy Payment Price, either type, **41.95**  
\$5.00 Down, \$5.00 a Month.....  
Use Easy Payment Side of Order Blank Enclosed.

These Prices  
for Mail  
Orders Only



Coronas!  
Royals!  
Underwoods!  
Remingtons!

## Famous Junior Portable Typewriters

### Brand New Machines

Here's an opportunity to get one of the splendid little typewriters so widely advertised at \$33.50 at Sears special sale price of only \$29.95. With standard four-row keyboards and standard pica type, two shift keys and other features found on high priced portables. Minus unessentials; but with everything you need in a reliable, smooth running typewriter. Rich black finish. Price includes carrying case of a modern design, Instruction book and touch typewriter pamphlet.

**3 X 4533—Remington** **3 X 4536—Royal**  
**3 X 4541—Corona** **3 X 4532—Underwood**  
Shpg. wt., 13 lbs. Shpg. wt., 16 lbs.  
State make and number. Cash, **\$29.95** Easy Payment, **\$32.95**  
For Easy Payments, Use Easy Payment Side of Order Blank. \$5 Down, \$5 Per Month.

Any  
Typewriter  
Sent on  
10 Days' Trial  
**\$5.00**  
DOWN

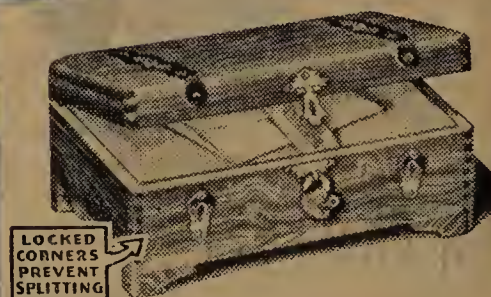
**SALE ENDS FEB. 28, 1935**

### Typewriter Ribbons

**It Pays to Buy a Good Ribbon**  
Good Ribbons Are Cheapest in the Long Run  
**MARVELLO Fine Quality Ribbons**  
**Regular \$1.00 Grade**  
Furnished in black—or black and red. State color. 12 Yards long. Shpg. wt., each, 4 oz.; 3, 8 oz.

<b>3 X 4663—Underwood</b>	<b>EACH</b>	<b>3 X 4679</b>
<b>3 X 4664—Remington</b>	<b>59c</b>	Underwood Portable
<b>3 X 4665—L. C. Smith</b>	<b>3 for \$1.59</b>	<b>3 X 4682</b>
<b>3 X 4669—Royal</b>		Corona No. 4
<b>3 X 4680—Remington Portable, 6 yds. long. Each.</b>	<b>36c</b>	<b>3 for \$1.00</b>

**Typewriter Paper** **Manila Second Sheets**  
Smooth white Bond, 8½x11 in. Good grade yellow paper.  
Medium weight. Shpg. wt., Size, 8½x11 in. Shpg. wt.,  
4 lbs. 4 oz. Sheets 3 lbs. 8 oz. Sheets  
**3 X 4712—500 for 57c** **3 X 4716—500 for 29c**



**Aromatic Red Cedar Chest**  
Natural grain high gloss finish with brass plated trimmings, padlock and key. Size, 10¼x6¼x4¼ inches. Filled with 24 white linen finish folded note sheets, 5¼x9¼ inches and 24 envelopes to match. Shpg. wt., 2 lbs. 8 oz.  
**3 X 3156.....79c**



**Striking Designs**  
Six birthday cards and booklets at less than half regular price.  
**3 X 9028—Shpg. wt., 8 oz.**  
**6 Birthday Cards 29c**  
Assortment of pretty cards and folders for birthday, wedding, illness, sympathy and friendship. Shpg. wt., 9 oz.  
**3 X 9027—Box of 10 29c**

**Safeguard Your Valuables** **300 Sheets Wax Paper**

**Last Fall \$1.00 NOW 87c**  
Electrically welded cash or bond box with nickel plated handle and lock with 2 keys. Size, 10¼x7½x4¼ inches. Shpg. wt., 2 lbs. 11 oz.  
**3 X 4404—Olive green finish..87c**

**COMMUNITY WHITE WAXED PAPER 100 SHEETS**  
Modern housewives can't do without wax paper. Sheet size, 12x13½ in. Shpg. wt., 1 lb. 14 oz.  
**3 X 7408—Sale Price 300 Sheets Only 26c**



**Fountain Pen and Pencil Set at a Bargain Price**  
Self filling fountain pen with gold plated durium pen point. Propel and repel pencil with eraser and extra leads. Simulated pearl barrels in the latest popular colors. Big bargain. Shpg. wt., each, 3 oz.  
**Boys' Set 39c** **Girls' Set 39c**  
**3 X 9015..... 39c** **3 X 9016..... 39c**

**Flexible Genuine Leather** **\$2.75 Value**

**HOLY BIBLE WITH MAPS**  
King James Version with famous Leinweber illustrations. Self-pronouncing, clear type. Over 1250 pages, 4¾x7½ in.—including 160 pages Questions and Answers and four-page Family Record. Maps; red-under-gold edges. Name in gold if wanted. Print name plainly. Boxed. Shipping weight, 1 lb. 11 oz.  
**3 X 2826..... \$1.88**

<b>Webster Revised</b> Large clear type; clearest definitions. Indexed, 1088 pages, 5½x7½ inches. Artificial leather Binding. <b>3 X 2526</b> Shpg. wt., 2 lbs..... <b>89c</b>	<b>10,000 Formulas and Secrets</b> A great big "how to do it" book. (Publisher's Price \$4.00.) 800 pages. Size, 5½x8½ inches. <b>3 X 2714</b> Shpg. wt., 2 lbs. 9 oz.. <b>\$2.59</b>	<b>By Dr. Marie C. Stopes</b> A million copies sold! Contains vital information for husbands and wives. About 160 pages. <b>3 X 2378</b> Shpg. wt., 13 oz..... <b>83c</b>	<b>Five Year Diary</b> Leather covers in assorted colors. Gilt edges. Gilt lock and key. 384 pages including address and memo. 4¾x5½ in. <b>3 X 3004</b> Shpg. wt., 12 oz..... <b>74c</b>	<b>Revised Edition</b> All recipes are kitchen tested. 605 pages, 7½x9½ inches. Washable oil cloth binding. <b>3 X 2330</b> Shpg. wt., 3 lbs. 3 oz.. <b>98c</b>
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# America's BIGGEST SALE

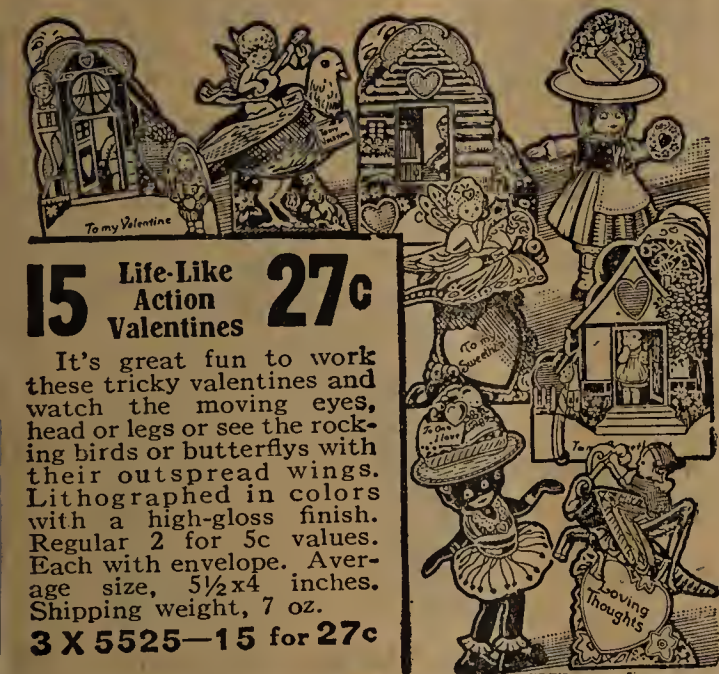


**25** Valentines With Envelopes **27c**

Just think of it! These colorful valentines, regular 3 for 5c values are here priced at about 1 cent each, and besides envelopes for mailing are included. Fancy cut-outs, big red hearts, dainty folders — in fact, every style and shape that appeals to the child.

Sizes, 4x3 3/4 inches to 5x4 inches. Shpg. wt., 6 oz.

3 X 5529—25 for 27c



**15** Life-Like Action Valentines **27c**

It's great fun to work these tricky valentines and watch the moving eyes, head or legs or see the rocking birds or butterflies with their outspread wings. Lithographed in colors with a high-gloss finish. Regular 2 for 5c values. Each with envelope. Average size, 5 1/2 x 4 inches. Shipping weight, 7 oz.

3 X 5525—15 for 27c



**8** Large Honey Comb Valentines **27c**

The kiddies will enjoy opening the red honey comb tissue that takes the shape of a heart, umbrella, lamp, etc. Lithographed in colors with a high-gloss finish. Very clever sayings. Each with easel and envelope to match.

Regular value 5c each. Average size 6 1/2 x 6 1/4 in. Shipping weight, 6 oz.

3 X 5526—8 for 27c



## Our Finest Valentine Chocolates

Delicious milk and dark chocolate creams, caramels, nougats, etc. in beautiful red heart shaped box

with satin ribbon and bow. Shipping weight, 1 lb. 12 oz.

1-lb. box. **79c**

8 X 7414..

# 40 PRETTY VALENTINES FOR

SEARS SALE PRICE

**25c**

REGULAR 50¢ VALUE



## It's a Sears Custom to Offer the Greatest Valentine Bargain!

**Chuck Full of Clever Novelties and a 7x7 Inch Lace Effect Heart Folder for Your Best Sweetheart**

Just look at this marvelous assortment! 40 of the season's smartest valentines for less than a penny a piece average. No two alike! There's one that just fits each of your friends. The big 7x7-inch heart shape valentine is alone a regular 10c value. There are 6 colorful heart shapes 4 1/2 x 4 1/2 inches, then 5 beautiful cut-out folders 3 1/4 x 4 3/8 inches. There are 4 novelty folders with bordered edges, 4x5 inches and 7 of those cute folding cut-outs averaging 3 3/4 x 2 3/4 inches to 4 3/4 x 3 3/4 inches besides 2 pretty cut-outs for teacher. All with clever sayings. A wonder assortment with no two alike that can be bought only at Sears.

Shipping weight, 7 oz.

3 X 5528.....

**40** Assorted Design Valentines **25c**

PRICES FOR MAIL ORDERS ONLY



**16** Large Hearts and Novelties **25c**

Easily a 40c Value

Cute heart shape cut-outs and tricky folders lithographed in colors. Amazing pictures and snappy verses. There are two with a special mechanical feature. Average size, 6 1/2 x 6 in. Shpg. wt., 8 oz.

3 X 5527..... 16 for 25c

## VALENTINE CANDIES



Your Choice of Any of These Favorite Valentine Candies

**19c**

Per Lb.

Shpg. wt., 1 lb. 6 oz.

Valentine Buttercreams—

8 X 7402—1-lb. Box. Fresh, Creamy and Wholesome.

Jelly Hearts

1-lb. box

Heart Shape

Tender Red Jellies

8 X 7404

Red Fairy Hearts

1-lb. box

Small Cinnamon

Flavored Hearts

8 X 7403

Motto Hearts

1-lb. box

Sugar Hearts with

Snappy Sayings

8 X 8244

## Low Priced Chocolates

Creams, caramels, nougats, etc. Red heart shaped box.

1-Lb. Box

8 X 7413

Shpg. wt.,

1 lb. 12 oz.

**47c**

3-lb. Box

8 X 7400

Shipping

wt., 4lbs.

**\$1.00**



SEARS-ROEBUCK c 123



*Sears  
Sale Price*  
**\$795**  
26-PIECE SET  
IN  
PRESENTATION  
CASE

Regular Selling Price  
~~\$16.00~~



# WM. ROGERS MFG. CO. ORIGINAL SILVERPLATE ... at HALF PRICE during this Sale

EXTRA OVER-PLATING AT POINT OF GREATEST WEAR

**A Great Opportunity**—now is the time to buy that tableware you've been wanting. You know the price of silver has gone 'way up—but Sears are fortunate in being able to offer for 60 days only, this exquisite silverplate at exceptional savings. One of our best and most popular patterns, the La France, famous for its classic design. The beautiful satin finish gives it richness and adds to the luxurious appearance. Its flashing beauty, when displayed on the snowy white linen of your table, will make you glad you bought during this great Sears sale.

## 26-Piece Set—Service for Six

Consists of 6 Solid Handle Stainless Blade Knives, 6 Forks, 6 Teaspoons, 6 Tablespoons, Sugar Shell and Butter Knife.

Without Display Case  
**5 X 3693—Shpg. wt., 3 lbs. 4 oz... \$6.95**

With Display Case  
**5 X 3695—Shpg. wt., 6 lbs. 3 oz... 7.95**

Six Salad Forks

**5 X 3637**

Shpg. wt.,  
12 oz..... **\$1.95**

Six Teaspoons

**5 X 3602**

Shpg. wt.,  
8 oz..... **98c**

## 32-Piece Set—Service for Six

Consists of 6 Salad Forks, 6 Solid Handle Stainless Blade Knives, 6 Forks, 6 Teaspoons, 6 Tablespoons, Sugar Shell and Butter Knife.

Without Display Case  
**5 X 3688—Shpg. wt., 3 lbs. 10 oz..... \$8.59**

With Display Case  
**5 X 3689—Shpg. wt., 6 lbs. 8 oz..... 9.59**

Six Tablespoons

**5 X 3614**

Shpg. wt.,  
13 oz..... **\$1.95**

Knife and Fork Set

6 Knives and 6 Forks

**5 X 3638 \$4.39**  
Shpg. wt., 2 lbs. 7 oz.

La France  
Pattern



BUY ON  
EASY  
TERMS  
SEE PAGE  
43

THESE  
LOW  
PRICES  
FOR MAIL  
ORDERS  
ONLY

SALE CLOSING FEBRUARY 28, 1935

## Sears Famous National Call



**\$1.89**  
Plain  
Dial

### A STARTLING CLOCK OFFER

#### 8-Day National Call Alarm Clock

We have put all the latest improvements possible into this 8-Day National Call Alarm Clock.

Beautifully nickel plated. 6 in. high, 4½-in. dial. Has loud alarm bell, switch shut-off on top. Quiet tick.

A very well built dependable time keeper. An alarm clock that will give you service and at this price is an exceptional bargain. Similar clocks are sold for \$1.00 to \$1.50 more than we ask. Shpg. wt., 2 lbs. 9 oz.

**5 X 8506**

Plain Dial..... **\$1.89**

**5 X 8507**

Luminous Hands and  
Numerals..... **2.59**



## An Outstanding Value at

Beat this Value if you can! Regular \$1.00 clock and during this sale sells for only 69c.

Dependable—beautifully nickel plated—good size—one-day movement—inside bell alarm. Height, 5½ inches. Dial, 4½ inches. Shipping weight, 1 lb. 10 oz.

**5 X 8300—Sale Price..... 69c**

**124 c SEARS, ROEBUCK AND CO.**

## SILVERPLATE FOR EVERYDAY USE



**26 Piece  
Set  
\$1.88  
With-  
out  
Case**

### Beautiful Colonial Pattern

Plating of Pure Silver  
You'll be amazed at the beauty and fine finish at such a low price.

## 26-Piece Set—Service for Six

Set consists of 6 Solid Handle Stainless Blade Knives, 6 Forks, 6 Teaspoons, 6 Dessert Spoons, Sugar Shell and Butter Knife. Without case. **\$1.88**

**5 X 8330—Shpg. wt., 2 lbs. 10 oz... 1.88**  
In Presentation Case  
**5 X 8334—Shpg. wt., 4 lbs. 6 oz.... 2.19**

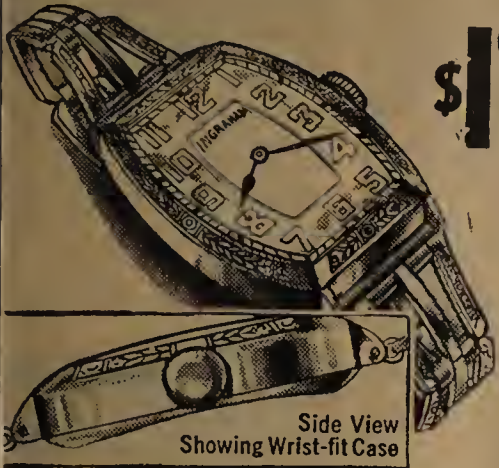
Six Teaspoons  
**5 X 8331—Shpg. wt., 7 oz..... .44**

Six Dessert Spoons  
**5 X 8332—Shpg. wt., 9 oz..... .44**

Six Knives and Six Forks—Set  
**5 X 8333—Shpg. wt., 1 lb. 12 oz.... .98**



# PRICED TO BEAT ALL COMPETITION



**\$1.98**  
Sale Price

**Genuine INGRAHAM Wrist-fit Watch**  
A Wonderful Watch Value  
Made to Sell for... **\$5.00**

Two more money-saving bargains. Ingraham American made movements, fine time-keepers. Chromium plated case and wrist band. Raised gilt numerals on silvered metal dial, unbreakable crystal. A dandy timekeeper fully Guaranteed. Shpg. wt., each, 6 oz.

Open Link Metal Wrist Band **\$1.98** 4 X 1700  
Leather Strap Wrist Band **\$1.98** 4 X 1701



Brand New

Every Boy Will Want this New Watch

Only **98c**

**The Famous Buck Rogers Watch**

Just out and oh what a beauty  
American made. Highly colored illustrations of Buck and Wilma on the dial. Tiger Man on back. Fully guaranteed. Nickel plated, medium thin model. Runs thirty hours with one winding. Shpg. wt., 5 oz. **98c**  
4 X 1727—In attractive box.....



**\$3.48**  
Sale Price

Two genuine jewels on points of balance staff increase the accuracy and life of watch.

Just Imagine

This beautiful jeweled watch for only... **\$3.48**

American made dependable 2-Jewel movements. Chromium plated case and band, looks like white gold. Etched gilt figures on silvered metal dial. The jewels in this watch mean long service. A splendid time-keeper. Shpg. wt., each, 5 oz.

Open Link Metal Band **\$3.48** 4 X 1717  
Genuine Leather Strap **\$3.48** 4 X 1718

**\$1.88**  
Sale Price

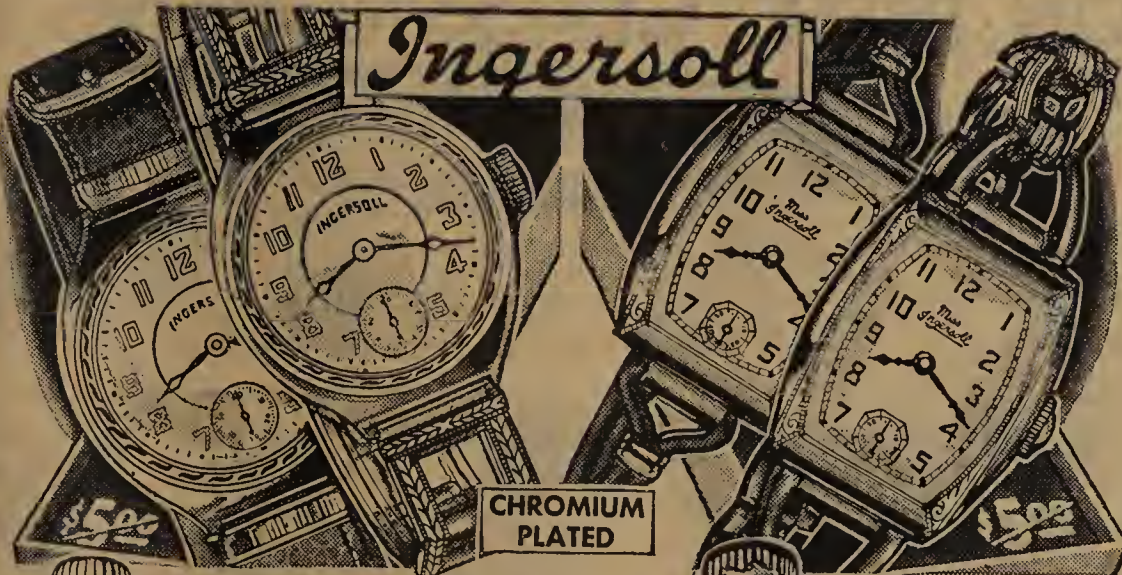
**Ingersoll MITE**

This Model Made to Sell for **\$5.00**

Our biggest seller at greatly reduced prices. Expensive looking and sturdily built. Case and band resemble white gold. Unbreakable crystal. Silvered metal dial with raised gilt figures. A good time-keeper. Shpg. wt., each, 5 oz.

With Open Link Center Opening Band **\$1.88**  
4 X 284.....

With Genuine Leather Strap Band **\$1.88**  
4 X 285.....



CHROMIUM PLATED

**\$3.79**  
Sale Price

**Miss INGERSOLL**

This Model Made to Sell for **\$5.00**

In women's watches, too, America looks to Sears for greatest values. Thirty-hour American movement in this new style, good time-keeper. Case and band resemble white gold. Non-breakable crystal. Metal dial with black figures. In neat presentation case. Shpg. wt., each, 6 oz.

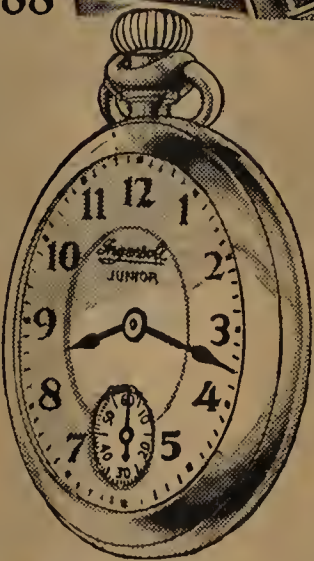
With Link Band **\$3.79** 4 X 917  
With Silk Cord **\$3.79** 4 X 918

**\$1.49**  
Sale Price

**Ingersoll JUNIOR**

This Model Made to Sell for **\$3.25**

An ideal watch for you or your boy. A typical Sears saving you won't easily find duplicated. 12-size thin model nickel plated case. Non-breakable crystal. A good time-keeper fully guaranteed. Shpg. wt., 5 oz. **\$1.49**  
4 X 1608...



**\$1.00**  
Sale Price

**Ingersoll SENIOR**

This Model Made to Sell for **\$1.50**

Non-breakable crystal. Nickel plated case. Fancy metal dial with raised gilt figures. A 50c saving on this genuine Ingersoll watch. Comes with Genuine braided leather chain about 11 inches long. Shpg. wt., 6 oz. **\$1.00**  
4 X 1625...



**69c**  
Sale Price

**Ingraham**

Regular Value **\$1.00**

In the flick of an eye you've got the time. Fully guaranteed. A dandy time-keeper. American made movement. Nickel plated case. Gilt track dial, black figures. Non-breakable crystal. Shpg. wt., 6 oz. **69c**  
4 X 1724...



15 JEWEL

VALUES UP TO

**\$15.00**

Your Choice

SEARS SALE PRICE

**\$9.95**  
EACH

15 JEWEL



**Fully Guaranteed 15-Jewel Swiss Movements**

The Latest Models Chromium Plated Cases Resembling White Gold

A saving of practically \$5.00. The style of case you've always wanted; a wrist band that's just right; a saving seldom equaled. Smart styled cases. Shpg. wt., each, 8 oz.

(A) Easy-to-read raised gilt numerals on dial. Genuine leather band. **\$9.95** 4 X 9263...

(B) Raised gilt figures on dial. Band to match case with adjustable clasp. **\$9.95** 4 X 9256...

(C) Luminous numerals and hands. Band to match with safety clasp. **\$9.95** 4 X 9262...

(D) With luminous numerals and hands. Center opening wrist band to match case. **\$9.95** 4 X 9258...

(E) Luminous numerals and hands. Easy-to-read. Center opening band to match case. **\$9.95** 4 X 9257...

SEARS

C

125





**Genuine Diamond**  
18-Karat White Gold.  
Ring Sizes, 5 to 8.  
State size wanted.  
Shpg. wt., 3 oz.  
4 X 2315— $\frac{1}{64}$  Ct..\$ 6.95  
4 X 2317— $\frac{1}{32}$  Ct.. 7.95  
4 X 2319— $\frac{3}{64}$  Ct.. 11.95



**Genuine Diamond**  
**Set Wedding Ring**  
Medium weight 18-Kt.  
gold ring. Handsome  
Orange Blossom and leaf  
design. Sizes, 5 to 8.  
State size and Engravings.  
Bride's Book Free.  
Shpg. wt., 6 oz.  
3 Diamonds \$6.95  
4 X 3156 \$6.95  
5 diamonds 7 diamonds  
4 X 3157 4 X 3158  
\$9.95 \$12.95



**White Rolled Gold  
Plated Case**

7-Jewel Imported  
Swiss Movement.  
Attractively en-  
graved case with link  
adjustable band to  
match. Silver color  
dial. Keeps accurate  
time.

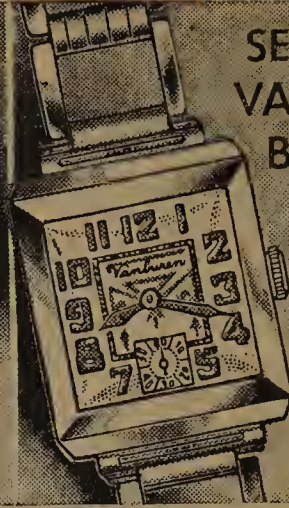
4 X 9261  
Shpg. wt., \$11.69  
6 oz. ....



**Dainty Chromium  
Plated Case**

6 and 15 Jewel  
Imported Swiss  
Movements. Em-  
bossed case with  
link center open-  
ing band to match.  
Shpg. wt., 6 oz.

6-Jewel \$7.95  
4 X 9259  
15-Jewel \$10.95  
4 X 9260



**Square Chromium  
Plated Case**

7-Jewel Imported  
Swiss movement.  
Latest style plain  
polished case. Open  
link band to match  
with adjustable  
clasp. Luminous fig-  
ures and hands. Ful-  
ly guaranteed.

4 X 9254  
Shpg. wt., \$7.95  
7 oz. ....



**Oblong Chromium  
Plated Case**

6-Jewel Import-  
ed Swiss move-  
ment. A very popu-  
lar style case with  
open link center  
opening band to  
match. Luminous  
figures and hands.

4 X 9255  
Shpg. wt., \$8.95  
7 oz. ....



**Misses' Birthstone Ring**  
Dainty ring in 10-Kt.  
white gold is exquisitely  
wrought. Ultra smart.  
Sizes, 4 to 7. State  
size and month  
wanted. Shpg. wt.,  
3 oz.  
4 X 5000. \$2.39



**Baguette and  
Blossom Design**

Medium weight. Sizes,  
5 to 8. Engraved with  
initials and date. State  
size and initials. Shpg.  
wt., 6 oz.

4 X 9089—14-Kt.  
White Gold...\$2.98  
4 X 9090—14-Kt.  
Natural Color  
Gold.....\$2.98

# SAVE 69¢ ON THESE "CLASSIC PENS"

## A "Diamond Medal" Pen

"Reg. U.S. Pat. Office"

During this SALE we are offering  
this ultra modern pen for less than  
our former low price. Precision-  
Built—with all the accuracy re-  
quired for the most exacting performance.  
Trimmed in natural gold filled. Marine green, Burgundy and Black, Black and White  
Pearl or Jet Black. State color and point—fine or medium. Shpg. wt., 3 oz.  
Men's Medium Size Pen \$1.79  
4 X 7356—Sale Price...



14-Kt. gold pen tipped with iridium.  
Marine green, Burgundy and Black, Black and White  
Pearl or Jet Black. State color and point—fine or medium. Shpg. wt., 3 oz.  
Women's Size Pen \$1.79  
4 X 7357—Sale Price...

SALE PRICE

\$1.79

Regular  
Catalog Price  
\$2.48

Sale Closes  
Feb. 28,  
1935

# THERE'S MONEY IN IT-ALL RIGHT! Can You Sell?

Everyone is a Salesman! Doctors—Lawyers—  
Ministers—Farmers—Teachers—Club Women—Busi-  
ness Men! You are trying to sell something every  
day of your life—a plan, a product, an idea, or your  
own personality! The important thing is **Can You  
Sell** successfully—to get the most out of life?



## Salesmanship—As a Business

Salesmanship is the life-blood of any  
enterprise. No wonder it offers such large  
rewards! Even the actual heads of big  
companies are invariably master salesmen.  
But salesmen are by no means always "born  
that way." There are fixed rules for suc-  
cessful farming and there are specific steps  
that lead to success in Salesmanship. And  
any man or woman of normal intelligence,  
regardless of schooling, can master those  
principles!

**Over 100,000 Men Paid from \$79.50 to \$125.00  
for J. R. Kaye's Former Course**

Even at Sears low price, J. R. Kaye's  
latest work includes more new helpful fea-  
tures than you will likely find in any other  
course at any price. The complete selling  
procedure adapted to present day needs.  
Thoroughly indexed, each section of the  
course also contains a self-quiz and test

## Effective Salesmanship

Eight valuable manuals covering the  
Salesman, the Goods, the Customer,  
the Selling Process. A thorough step-by-  
step analysis with practical demonstra-  
tions. Includes also Public Speaking,  
Sales Management, Selling-by-mail,  
with remarkable final section "The Sales-  
man as a Finished Product." Self-  
quiz . . . test questions . . . and actual  
answers. Each section removable for con-  
venient study. All in an attractively em-  
bossed ring binder  
3 X 2650—Postpaid.....\$9.95

## Here is Sears Offer!

A Complete Course in Salesmanship  
which, if sold through the usual channels,  
would sell at many times Sears low price!  
Yet in contents, it competes with the high-  
est priced courses in the country. Not a  
thing has been eliminated except useless  
bulk. Sears policy—to make expensive  
things inexpensive—has wiped out the  
"overhead" of costly selling expense, dis-  
turbance collection letters and expensive field  
organizations. The saving is yours!

questions, with answers by the author  
himself. Consultation service is also avail-  
able to you. And you can complete the  
course during spare time at home in as  
little as three to four months; you will use  
what you learn the rest of your life. Can  
you afford to be without it?

## DeLuxe Edition

All the material in 3 X 2650 with the  
valuable addition of (1)—A Course in Char-  
acter Analysis, enabling you to judge peo-  
ple better and to overcome any inferior-  
ity complex. Copyrighted "Round Table  
Conference" method of presentation gives  
you many sales demonstrations. (2)—A  
Course in Training the Memory. (What  
would you not give to remember names and  
facts?) Comes to you in genuine leather  
zipper binder.

3 X 2675—Postpaid.....\$16.95

THESE LOW PRICES ARE FOR  
MAIL ORDERS ONLY



## 3-in-1 Baby Tender

Walker, Stroller, Play Car  
Usual \$4.50 Value

Best we know of. Attach steel foot pan and go-  
cart type handle for stroller. Extra wheel makes  
play car.  $\frac{5}{8}$ -in. roller bearing rear wheels.  
Noiseless rubber front swivel casters. Jingle  
bell. Size, overall,  $26\frac{1}{2} \times 19$  in. Finished in cream  
and light green, washable enamels. Wood han-  
dles, seat and beads. Rubber bumpers. Aluminum  
tray. Steel undergearing.  
79 X 7539—Shpg. wt., 18 lbs.....\$3.49

Usual  
\$3.25  
Value  
\$2.59  
12-  
in.



## Lowest Prices in Our History

Ball-bearing front wheel. Ad-  
justable saddle.  $\frac{3}{8}$ -inch  
width half oval steel  
frame;  $\frac{3}{4}$ -  
inch rub-  
ber tires.  
Rubber grips  
and pedals.  
Curved steel  
handle bars.  
Frame and  
fork enamel-  
ed red; wheels cream color. Sizes below are with  
seat lowered. Measure child from crotch to in-  
step. Seat may be raised about  $2\frac{1}{4}$  in.

Catalog Number	Front Wheel	Seat to Lower Pedal	Shpg. Wts.	Sale Price
79 X 8627	12-in.	16 $\frac{1}{4}$ -in.	13	\$2.59
79 X 8628	16-in.	19, -in.	18	3.19



SEARS SALE PRICE

\$459

REGULAR

~~\$5.50~~  
VALUE



# Full Size TARGET SIGHT RIFLE

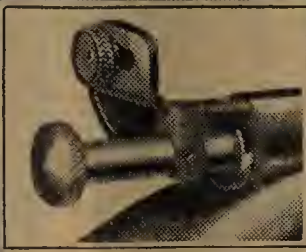
22 Cal. Ranger—New 1935 Model

- 24-in. round tapered blue steel barrel
- Chromium plated bolt and trigger
- Military type genuine walnut stock with pistol grip and finger grooves
- Convenient, positive safety
- Self-cocking (cocks on upstroke of bolt)

The lowest price anytime—anywhere—for a full size, accurate shooting, smooth acting, bolt action .22 rifle—with all these features. For mail orders only.

Easy takedown, single shot model. Automatic ejector, steel butt plate. Shoots 22 short, long and long rifle, regular or high speed cartridges. Wt., about, 4½ lbs. Shpg. wt., 6 lbs. 12 oz.

6 X 226—Sale Price.....\$4.59



Specially designed receiver peep sight; accurate adjustments for windage and elevation. No tools required.



Globe target front sight; silver bead and detachable hood—ideal for hunting and target shooting.

## FLYAWAY Reduced from \$198



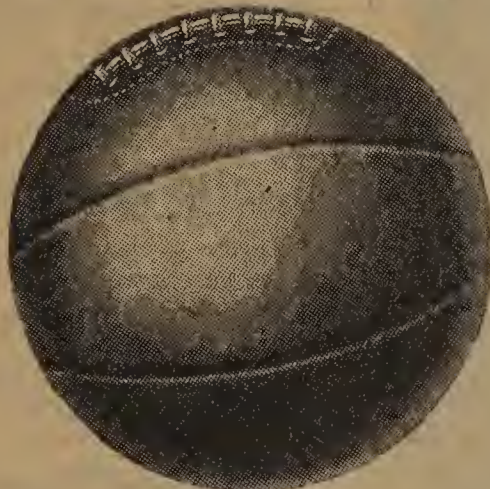
SEARS  
SALE PRICE  
\$1.59

- One-piece triple-life wheels
- 16 ball bearings in each wheel

About 20% less than Fall Catalog prices. Strong as a girder and smooth as a motor. Three-piece channel steel construction. rubber shock absorbers. Electrically welded chassis. Sponge rubber instep pads. Adjust from 8 to 11¼ in. for skaters from yrs. up.

Key included. Shpg. wt., 4 lbs. 13 oz.  
6 X 1100 Pair  
Sale Price....\$1.59

## REGULAR ~~\$7.50~~ School VALUE

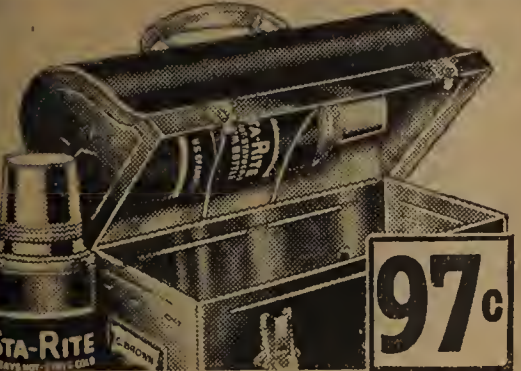


- Selected grade of Gunnison pebble grain cowhide leather
- Double herculated canvas lining

True in accuracy, dependability, and service. Laboratory tests proved this ball to be exceptionally strong. Seams lock stitched with wax linen thread. Valve bladder; double leather lacing. Under nationally advertised name, sells regularly to schools for \$7.50. Ideal for all big High Schools, small Colleges, Industrial leagues, Y. M. C. A. and C. Y. O. teams. Shpg. wt., 2 lbs. 6 oz.

6 X 1816—Interscholastic Basketball.....\$4.79  
Youth's Basketball  
Full size, rubberized material. Valve bladder.  
6 X 1825—Shpg. wt., 2 lbs.....\$1.49

## These Sears Low Prices UNTIL FEBRUARY 28th



97c

**Black Enamelled Lunch Kit**  
Pint vacuum bottle... aluminum cup.  
6 X 7320—Lunch Kit with pt. bottle. Shpg. wt., 3 lbs. 1 oz.....97c  
6 X 7305—Pint bottle only. Shpg. wt., 2 lbs. 7 oz.....63c  
6 X 7306—Quart Bottle only. Shpg. wt., 4 lbs. 1 oz.....97c



**Waterproofed Canvas Covers**  
Brown duck, rustproof eyelets. Sisal ropes. No lettering.

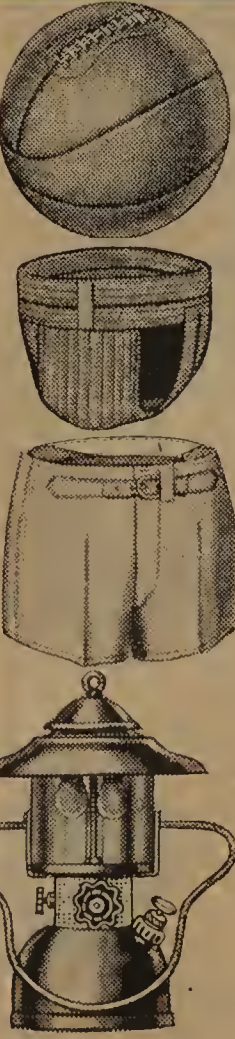
Before Hemming, ft.	6 X 7516 9.93 oz. per sq.yd.	Shpg. Wt., Lbs.	6 X 7518 14.90 oz. per sq.yd.	Shpg. Wt., Lbs.
6x 8	\$ 1.87	6	\$ 2.87	8
8x10	3.19	10	5.15	13
10x12	4.98	15	7.25	20
12x16	7.69	23	11.69	29
16x20	13.45	37	19.39	48

**Basket Ball Bargain**  
Regulation 4-pc. pattern... Double canvas lined... Double leather laced... Valve bladder... grained Cowhide leather. This ball offers the school with a limited budget a big opportunity for savings. Shpg. wt., 2 lbs. 8 oz.  
6 X 1823.....\$3.49

**Supporter**  
3-in. elastic waistband... Mercerized elastic mesh pouch, porous and cool. Medium size, 30 to 38 in. Large, 38 to 48 in. Shpg. wt., 6 oz.  
6 X 1905.....39c

**Basket Ball Pants**  
Heavyweight cotton khaki twill... Loose hanging hip pads. Even sizes, 26 to 34 in. waist. State size. Shpg. wt., 8 oz.  
6 X 2074.....63c

**Two-Burner Lantern**  
Heat resisting glass chimney... Automatic tip cleaner... improved built-in pump. Lights instantly on one match. Wind can't blow it out. Tank holds about 1 qt. gasoline, enough to burn 12 hrs. Complete with 2 mantles, and instructions. Shipping weight, 8 lbs. 1 oz.  
6 X 7428 \$4.49  
Sale Price....\$4.49

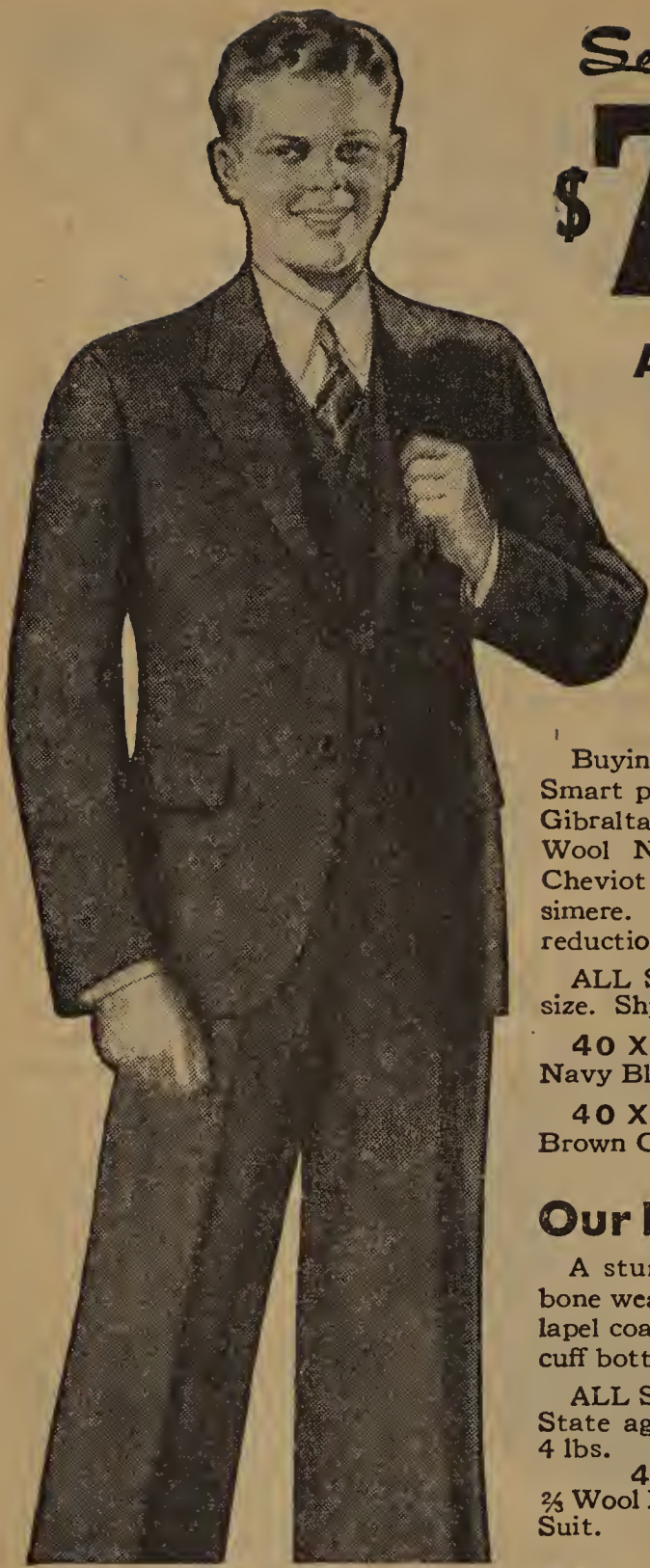


**Sweat Shirt**  
—Best quality cotton, silver gray  
—Cotton fleeced back  
—Ribbed neck, cuffs and waistband  
—V-insert at neck  
Heavyweight. Cut full and roomy. Styled to fit and priced to give you remarkable savings. Even sizes, 30 to 46 in. chest. State size. Shpg. wt., 1 lb. 2 oz.  
6 X 2010 73c  
Sale Price.....73c

**1-Pc. Gym Suit**  
—Good quality cotton suiting  
—Guaranteed fast colors vat dyed  
—Shoulder buttons  
—Official in many schools and colleges  
At this low price you should buy two or more. All patterns cut full. Colors: Blue or green. Ages, 6 to 22 yrs. State color and age-size wanted. Shpg. wt., 11 oz.  
6 X 1982 85c  
Sale Price.....85c







## Sears SALE PRICES

**\$7<sup>95</sup>** All Wool **\$5<sup>69</sup>**  $\frac{2}{3}$  Wool

### ALL Wool Bargain

- Fine all wool fabrics
- Boat sale drill pocketing
- Buttons sewed on with linen thread
- Five-button, four-pocket vest
- Wide cuff bottom longies with side buckle straps.

Buying him a new suit . . . here it is! Smart peak lapel model fully lined with Gibraltar. Choice of two fine fabrics. All Wool Navy Blue Herringbone Weave Cheviot or new small check Brown Cassimere. A bargain worth getting at a reduction from our big catalog prices.

ALL SIZES, 9 to 18 yrs. State age-size. Shpg. wt., 4 lbs. 9 oz.

**40 X 2968**—All Wool Navy Blue Cheviot . . . . . **\$7.95**

**40 X 2951**—All Wool Brown Cassimere . . . . . **\$7.95**

### Our ECONOMY Special

A sturdy  $\frac{3}{4}$  wool Navy blue herringbone weave cheviot with full lined, peak lapel coat; 5-button four pocket vest and cuff bottom longies.

ALL SIZES, 9 to 18 yrs. State age-size. Shpg. wt., 4 lbs.

**40 X 2530**  
 $\frac{3}{4}$  Wool Navy Blue Cheviot Suit.

**\$5<sup>69</sup>**



Sears SALE PRICE

**\$1<sup>79</sup>**

TWEED

FORMER PRICE

~~\$1<sup>98</sup>~~

All Prices for Mail Orders Only

### Note New Reduced Price!

- Handsome brown or gray tweed or navy blue cheviot slacks.
  - Separate waistband. Side buckle straps.
  - Wide cuff bottoms. Well tailored throughout.
- Tweeds about two-fifths wool . . . balance rayon, and cotton. Cheviot 70% wool, balance cotton.
- ALL SIZES, 7 to 17 years. State age-size. Shpg. wt., 1 lb. 12 oz.
- 40 X 2404**—Brown Tweed . . . . . **\$1.79**  
**40 X 2405**—Gray Tweed . . . . . **1.79**  
**40 X 2417**—Navy Blue Cheviot . . . . . **1.85**

. . . . Look to *Sears* for Greatest Clothing Values



#### Honest Value

- Brown cotton worsted suiting. Separate waistband.
- Wide bottoms. Four pockets.
- Side buckle straps.

Roomy slacks of sturdy cotton suiting! They'll stand the kind of wear boys give them. Mothers! Take advantage of the sale price.

ALL SIZES: 8 to 17 yrs. State age-size. Shpg. wt., 1 lb.

**40 X 1454** **85c**

Brown Slacks . . . . .



#### Wear and Wash Well!

- Good weight, pencil stripe navy blue cotton drill.
- Button-through front pockets.
- 2-button extra high waistband. Belt loops.
- Extra wide cuff bottoms.

Well made—bartacked at strain points. Has back pocket. Stands many washings.

EVEN SIZES: 6 to 18 yrs. State age-size. Shpg. wt., 1 lb.

**40 X 127**—Slack Style Longies . . . . . **84c**



#### Cords Reduced

- Navy blue or burgundy brown corduroy.
- Wide cuff bottoms.
- Side buckle straps.
- Full cut. Bar tacked.

ALL SIZES, 9 to 18 years. State age-size. Shipping weight, 1 lb. 9 oz.

**40 X 3390**—Navy Blue Corduroy . . . . . **\$1.75**

**40 X 3391**—Burgundy Brown Corduroy **1.75**



#### Navy Blue Slacks

- Herringbone weave cheviot, about  $\frac{1}{2}$  wool, balance cotton.
- One button extension waistband.
- Side buckle straps.

Twill inside waistband and matched pocketing. Crotch pieces. Outlet and serged back seam. ALL SIZES, 9 to 18 yrs. State age-size. Shpg. wt., 1 lb.

**40 X 2520** **\$1.59**

Navy Blue Cheviot . . . . .

**\$1<sup>59</sup>**

'til Feb. 28th Only





SALE PRICE  
**42c**

Hickory  
Stripe



SALE PRICE  
**69c**  
SIZES  
3 TO 8

Blue  
Denim

### Value Leader

- Good, standard weight hickory stripe or plain blue cotton covert cloth.
- Cut full. Bar tacked.
- ALL SIZES: 2 to 8 years. State age-size. Shpg. wt. 9 oz.
- 40 X 5611—Blue and White hickory stripe... **42c**
- 40 X 5612—Plain blue cotton covert cloth... **42c**

### In Our Big Book ~~77c~~

- Good, strong HEAVYWEIGHT materials.
- Double knees and double seat.
- Cut extra full and roomy.
- Triple stitched seams—can't rip.
- Bar tacked at strain points.
- Metal buttons sewed on to stay.
- Button holes strongly stitched.
- Four roomy pockets faced and bar-tacked. Button cuffs.

HERCULES our strongest and best playsuit, built to stand the roughest kind of wear.  
ALL SIZES: 3 to 8 years. Have drop seat. State age-size.

- 40 X 5625—Blue and White Hickory stripe... **69c**
- 40 X 5626—Blue denim. Shipping weight, 14 oz.... **69c**

ALL SIZES: 9 to 12 years. Have closed back. State age-size. Shpg. wt., 1 lb.

- 40 X 5627—Hickory stripe... **79c**
- 40 X 5628—Blue denim... **79c**

**These Low Prices for Mail Orders Only**

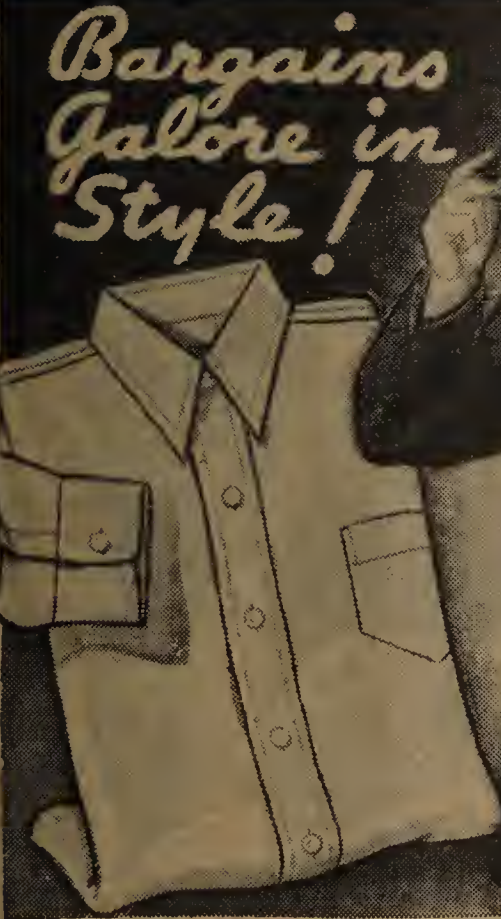


**\$1.98**  
2-Pc. Outfit

### Reduced from ~~\$2.35~~

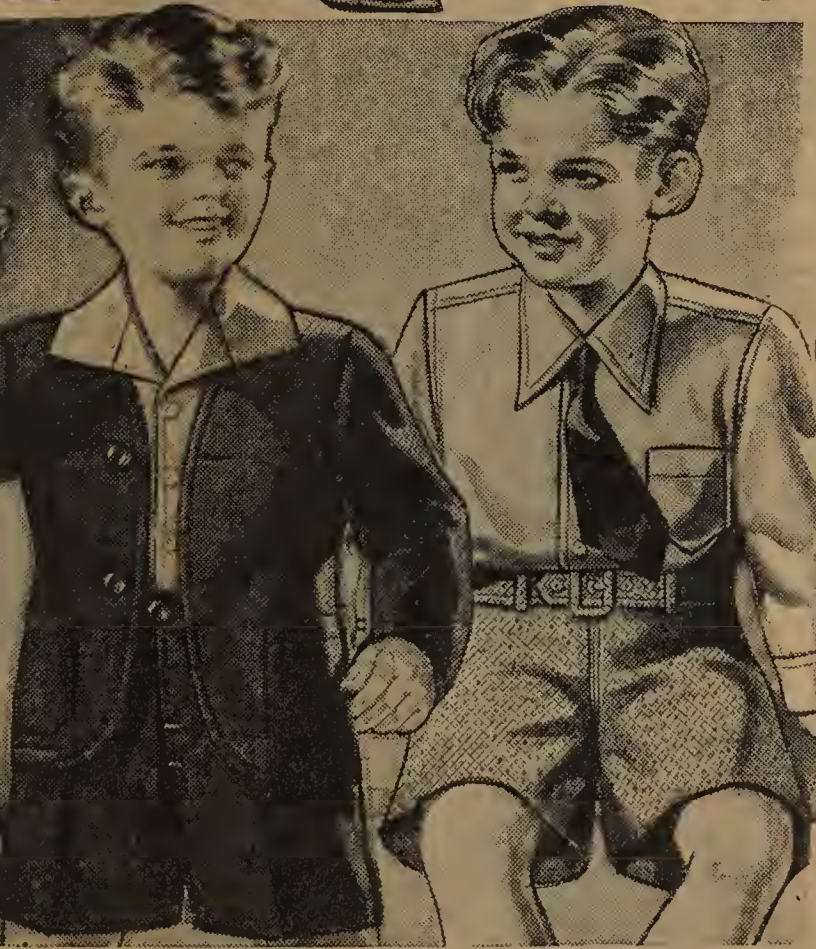
- Navy blue twill weave herringbone cheviot about 1/2 wool.
- Blazer jacket with elastic bottom, button front, muff pockets and button cuffs.
- Longies have cuff bottoms, fly front, 2 side pockets. Button holes on waistband.

ALL SIZES: 4 to 9 yrs. State age-size.  
40 X 3105—Navy blue blazer and longie suit. Shpg. wt., 1 lb. 11 oz.... **\$1.98**  
40 X 4453—Navy blue longies to match. Shpg. wt., 12 oz..... **1.00**



### Boys' Blouses

- Well made good quality, cotton shirting materials.
- Button cuffs. Lined collar.
- Adjustable bottom style.
- EVEN SIZES: 4 to 12 yrs. State age-size. Shpg. wt., 6 oz.
- 40 X 3544—Plain blue chambray... **39c**
- 40 X 3502—Plain white cotton broadcloth... **44c**
- 40 X 3503—Novelty blue Print fast color percale... **44c**



### Navy Blue or Brown

- 1/3 wool cheviot or 1/2 wool tweed. —Full lined shorts. Side opening.
- Button-on white cotton broadcloth waist. Eton style jacket, sleeve facings, unlined. Pinch back. Patch pockets.
- ALL SIZES: 3 to 8 years. State age-size. Shpg. wt., 1 lb. 7 oz.
- 40 X 2517... **\$1.79**
- 40 X 2518... **1.79**

### 4-Piece Suit

- Brown or Gray tweed shorts about one-half wool. Side openings.
- Self belt and buckle.
- Cotton broadcloth blouse. Shirt style collar.
- Contrasting four-in-hand rayon tie.
- ALL SIZES: 3 to 9 years. State age-size. Shpg. wt., 9 oz.
- 40 X 2515—Brown suit with tan blouse. **\$1.00**
- 40 X 2516—Gray suit with blue blouse... **\$1.00**



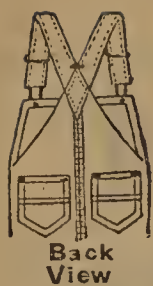
SALE PRICE  
**39c**

### Sturdy Playalls . . . Newest Style

- Good weight white back blue denim or blue cotton covert.
- Novelty style with bib, shoulder straps, and two pockets. Dressy looking cuff bottoms.
- The price is lower, but you can be sure of good quality! Well made. Will stand the wash and a style the little fellow will like. Snappy polo pockets (button over flap).
- ALL SIZES: 2 to 8 yrs. State age-size. Shpg. wt., 8 oz.
- 40 X 2535—Blue Denim... **39c**
- 40 X 2536—Blue Covert...







Back View



**Sears**  
SALE PRICE  
**65<sup>c</sup>**  
Each Garment  
4 to 14 Yrs.



**Sears**  
SALE PRICE  
**55<sup>c</sup>**

SALE  
CLOSES  
FEB. 28,  
1935



**Sears**  
SALE PRICE  
**39<sup>c</sup>**

### Quality at Sears

- Heavyweight, standard, first quality 2.20 white back blue denim. High back style.
- Regular swing pockets, bib pocket and back pocket.
- Cut full and extra roomy.
- Strong triple stitched seams.
- Patented unbreakable Parva buckles.
- Bar tacked and reinforced at strain points. Buttons riveted on.

Buy Sears better quality.  
ALL SIZES: 4 to 16 yrs. State age-size. Shpg. wt., 1 lb. 1 oz.  
40 X 9100—High Back Style Overalls.....**55<sup>c</sup>**

### Former Price ~~45<sup>c</sup>~~

- Mediumweight Indigo blue denim.
- Full cut. Triple stitched. High back.
- “Swing” pockets; hip pocket.
- Bar tacked at strain points.

Well-made overalls at Sears  
**LOWER SALE PRICE!**

EVEN SIZES: 4 to 16 yrs. State age-size. Shpg. wt., 14 oz.

40 X 9113—Overalls.....**39<sup>c</sup>**

1. Heavy 2.20 wt. white back blue denim.
2. Cut extra full.
3. Wide suspenders.
4. Rustproof buckle.
5. Continuous one-piece high back.
6. Wearproof drill pocketing.
7. Rustproof riveted buttons. Unbreakable.
8. High, wide bib.
9. Semi-cord button-holes.
10. Triple stitched seams.
11. Two-seam legs.
12. Bar tacked at all strain points.
13. Turned seams.
14. Six roomy pockets.

### Double Duty Jr. Was ~~79<sup>c</sup>~~

To Sears . . . for DOUBLE DUTY Mill-Shrunk overalls and jacket to match! Made of HEAVY, standard, first quality 2.20 weight white back blue DENIM! Copies of men's overalls . . . with a long list of features to prove how good they are! The factory that made them did a super job of workmanship . . . careful stitching—No raw edges. Quality construction throughout. So low a price you'll wish it could last . . . ORDER NOW while Sears SALE is on! State age-size. Shpg. wt., 1 lb. 2 oz.

40 X 9104—Overalls.

ALL SIZES: 4 to 14 yrs.....**65<sup>c</sup>**

ALL SIZES: 15 to 18 yrs.....**72<sup>c</sup>**

40 X 9129—Jacket

ALL SIZES: 6 to 14 yrs.....**65<sup>c</sup>**

ALL SIZES: 15 to 18 yrs.....**72<sup>c</sup>**

### Whoopee Style!

- Good weight striped blue Denim. Triple stitched.
- Easily adjustable strap and buckle on waistband.
- Wide legs; wide bottoms.
- Red trimmed pockets.

Mothers, you'll save money on them! State age-size.

40 X 2006—ALL

SIZES: 4 to 14 yrs.

Shpg. wt., 12 oz.....

40 X 2007—ALL

SIZES: 15 to 18 yrs.

Shpg. wt., 1 lb.....

**59<sup>c</sup>**

**65<sup>c</sup>**

### Copper Riveted

- Extra heavy, strong, first quality 8-ounce white back blue denim.
- Triple stitched, bar tacked.
- Heavy drill swing pockets in front; roomy back pockets. Copper riveted.
- Adjustable back strap, buckle. Belt loops. Full cut. Roomy legs.

Strong, Long Wearing! New Cowboy Style!

EVEN SIZES: 6 to 18 yrs.

State age-size. Shpg. wt.,

1 lb. 3 oz.

40 X 125—Heavy

Denim COWBOY Pants.....

**69<sup>c</sup>**





**Sears**  
SALE PRICE  
**\$1.00**

**Former Price \$1.19**  
—Wide wale corduroy, golden brown or navy blue.  
—Overall style with high bib, shoulder straps and two roomy patch pockets.  
—Bar tacked at strain points. Good quality. Well made! Blouse not included. ALL SIZES: 3 to 9 yrs. State age-size. Shipping weight, 11 ounces.  
**40 X 3139 Golden Brown..... \$1.00**  
**40 X 3140 Navy Blue..... 1.00**

**Sears SALE PRICE**  
**\$2.69**  
**Navy Blue**  
• ALL Wool 32-Ounce Melton Cloth  
• Fast Color—Will Not Fade. Cossack Style  
• Full Cut for Comfort and Free Body Action



**Warm Extra Heavy Outdoor Jacket**  
—Easy slide fastener front.  
—Roomy, muff-style pockets.  
—Side buckles and straps.  
—Lined, button storm cuffs.  
—Inside seams sateen piped.  
Thick, WARM, extra heavy, firmly woven—the fabric usually found only in the highest priced jackets. Well tailored!  
EVEN SIZES: 6 to 18 yrs. State age-size. Shpg. wt., 2 lbs. 2 oz.  
**40 X 3559—Navy Blue All Wool Extra Heavy Melton Cloth Jacket.... \$2.69**



**Sears SALE PRICE**  
**33c**

These Prices for Mail Orders Only

HICKORY STRIPE



**100% WATERPROOF·WINDPROOF·WASHABLE**  
• BLUE OR BROWN COTTON SUEDE CLOTH  
• HEAVY COTTON FLEECE LINING  
• TRIPLE TEXTURE  
**\$2.19**



**Sears SALE PRICE**  
**\$2.09**

**ALL WOOL**  
Melton Cloth

**Playall Bargain**

—Medium weight, wash fabrics.  
—Strong triple stitched seams.  
—Bar tacked at strain points.  
—Full cut, roomy; large pockets.  
—Easily adjustable suspenders.  
Tough denim or hickory stripe. Cost you LESS AT SEARS!  
ALL SIZES: 2 to 8 yrs. State age-size. Shipping weight, 8 oz.  
**40 X 5609—Blue and White Hickory Stripe..... 33c**  
**40 X 5610—Plain Blue Denim..... 33c**

**Wears . . . Looks Like Leather**

—Cossack style with slide fastener. Rubberized.  
—Lined button cuffs. Muff pockets. Adjustable side straps.  
—Cut full and roomy. Double stitched. Piped seams.  
EVEN SIZES: 6 to 18 yrs. State age-size. Shipping weight, 2 pounds 1 ounce.  
**40 X 3575—Medium Brown..... \$2.19**  
**40 X 3558—Navy Blue..... \$2.19**

**A Value Leader**

—Extra warm ALL WOOL, medium-weight melton cloth.  
—Slide fastener front. Handy collar tab to button.  
—Deep muff style piped pockets.  
—Lined button cuffs. Adjustable side straps. Double stitched seams.  
Compare this popular jacket with high grade models. Only then can you appreciate its value! Every detail of fine construction has been put into these jackets.  
EVEN SIZES: 6 to 16 yrs. State age-size. Shpg. wt., 1 lb. 12 oz.  
**40 X 3592—Navy Blue. \$2.09**  
**40 X 3593—Maroon..... \$2.09**



THESE LOW PRICES  
FOR MAIL ORDERS  
ONLY

# DOUBLE DUTY

Bargain Price

# 95¢

Each Garment

## One of the Best 16-Feature Overall Bargains Ever Offered

1. Heavy 2.20 Weight. Mill-Shrunk Govt. Standard White Back Indigo Blue Denim.
2. Stoutly reinforced at All Strain Points.
3. Triple Stitched Seams for Added Strength Guaranteed Ripproof.
4. Rustproof Buttons Riveted on to Stay.
5. New Improved Parva Buckles Easy to Button and Unbutton.
6. Special Tested Three Cord Thread.
7. Strong Sturdy Drill Pocketing.
8. Handy Rule or Plier Pocket.
9. Double Thick Hammer Loop Won't Tear.
10. Two Big Bib Pockets Including Combination Safety Watch and Pencil Pocket
11. Two-Seam Legs for Better Fit, Comfort.
12. Every Size Cut Over Individual Pattern Insuring Perfect Fit.
13. Two-Button Reinforced Side Opening.
14. 4 Roomy Pockets on Jacket.
15. Open Cuffs. Well Fitting Band Collar.
16. Choice of High Back or Low Back Style Overalls.

Another big thing to remember when you compare this BARGAIN PRICE, it buys full cut garments. Usually low priced overalls are cut small and skimpy—only 3 yards of Denim to the garment. Double Duty requires over 3<sup>3</sup>/<sub>4</sub> yards for each overall. And this bargain gives many features generally found only in higher priced overalls.

SIZES: Overalls, Even waist sizes 30 to 44 inches; even inseam sizes 30 to 36 inches. Jacket, Even chest sizes 34 to 46 inches. State measurements.

41 X 70—High Back Apron Style Overalls. Shipping weight, 2 lbs. 4 oz. .... 95c

41 X 71—Low Back Detachable Suspenders Apron Style Overalls. Suspenders have elastic inserts. Shipping weight, 2 lbs. 4 oz. .... 95c

41 X 72—Coat Style Jacket. Shipping weight, 1 lb. 12 oz. .... 95c

## 25% Wool Blanket Lined

★ Heavy, 2.20 Weight Mill Shrunk White Back Indigo Blue Denim. Raglan Sleeves.

★ Warm, 16-oz. Blanket Lining. Slide fastener Front. Adjustable cuffs.

★ Blue Corduroy Collar. Adjustable Straps on Waistband. Patch Pockets.

★ Cossack Style Full 26 In. Long.

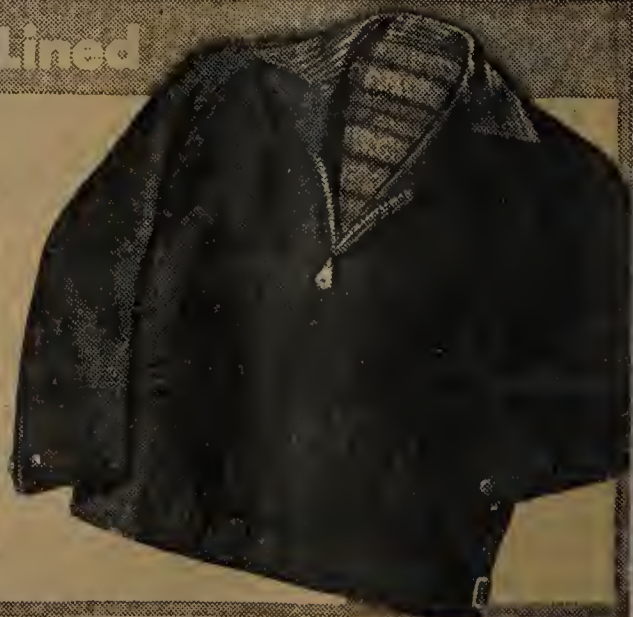
A real PRICE UPSET for you men accustomed to paying \$2.50 and over for this jacket. Just what you want for lots of action on cold outdoor jobs. Buttons up snugly at collar. Dandy for chores.

SIZES: Even chest sizes 34 to 48 in. State measurement taken over vest. Shipping weight, 2 lbs. 8 oz.

41 X 100—Blue Denim Cossack Style Jacket. .... \$1.98



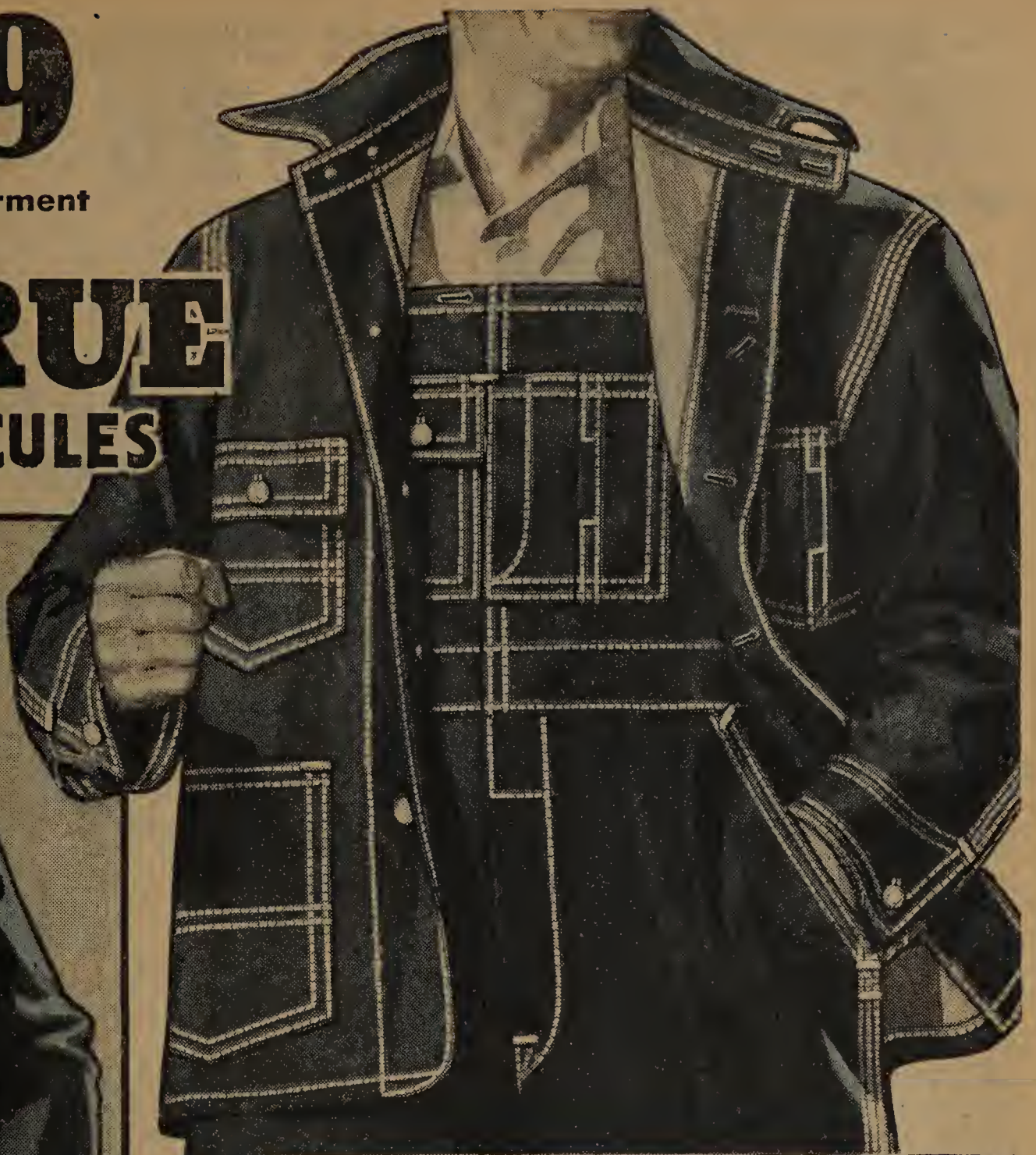
Low Back





**\$1.39**  
Each Garment

**IT'S TRUE**  
\$1.39 Buys **HERCULES**



**Chieftain**

**Champion of the  
Low Priced Field**

- Heavy 2.20 White Back Indigo Blue Denim.
- Triple Stitched Seams. Bartacked.
- Improved Parva Suspender Buckles.

If you want rock bottom low price, you want the **LEADER** of the low price field. **Here it is!** Fullest cut overalls selling at anywhere near this price. Lighter weight denims do not give satisfactory service and are not good values at any price. Sears do not offer men's overalls lighter than Gov't standard 2.20 weight.

**SIZES:** Overalls, Even waist sizes 30 to 42 in. and even inseam sizes 30 to 36 in. Jacket, Even chest sizes 34 to 44 in. State waist and inseam measurements for overalls; chest measure only for jacket.

**41 X 27**—High Back Overalls. Shipping weight, 1 lb. 14 oz. each.....

**41 X 28**—4 Pocket Coat Style Jackets. Shipping weight, 1 lb. 10 oz. each.

**79c**

**Reduced Prices on the  
Greatest Overalls in America  
HERCULES**

- ★ Double Service White Back Indigo Blue Denim. Specially Woven for Hercules, over 8-Ounces to the Yard. The finest Denim Made.
- ★ Doubly Pre-Shrunk—Once in Water and Once in Steam.
- ★ Seams Guaranteed Not to Rip. A New Pair if They Do. Securely Bartacked at Every Strain Point.
- ★ Overall Side Pockets Made of Boat Sail Drill. Guaranteed to Last Life of Garment. Guarded Rule Pocket.
- ★ Double Cloth Suspenders. No Twisting or Curling.
- ★ Every Size Cut Over Individual Patterns Insuring Perfect Fit. Big All Over.
- ★ Lower Half of Hip Pockets and Two Lower Pockets on Jacket Are Double Thickness at Bottom.
- ★ Adjustable Collar and Cuffs. Inside Jacket Pocket.

Look at that price again! **IT'S TRUE.** And only true until Feb. 28, 1935. Buy your season's supply Now!

**SIZES:** Overalls. Even waist sizes 30 to 44 in., and even inseam sizes 30 to 36 in. Jacket, Even chest sizes 34 to 46 in. State measurements.

**41 X 731**—High Back Apron Style Overalls. Shpg. wt., 2 lbs. 6 oz..... **\$1.39**

**41 X 732**—Low Back Detachable Suspenders. Apron Style Overalls. Suspenders have elastic inserts. Shipping weight, 2 lbs. 6 oz..... **\$1.39**

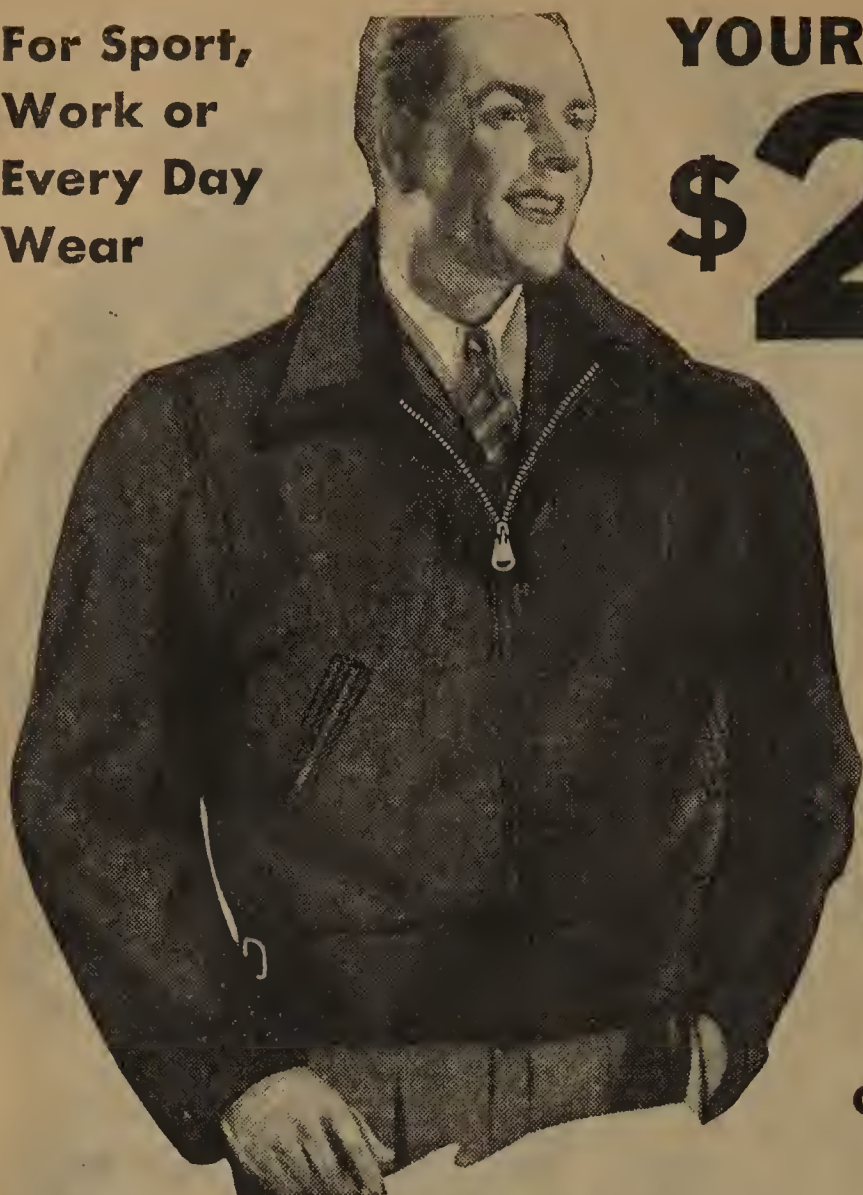
**41 X 733**—Coat Style Jacket. Shpg. wt., 2 lbs. 2 oz..... **\$1.39**

**41 X 735**—Pants Style Overalls. Patch Pockets. Double Front. Shpg. wt. 2 lbs. 2 oz..... **\$1.39**

**SALE CLOSING  
FEB. 28, 1935**



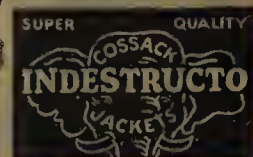
**For Sport,  
Work or  
Every Day  
Wear**



**YOUR CHOICE**  
**\$279**

**Rainproof  
Windproof  
Washable**

**All  
Prices  
Are  
for  
Mail  
Orders  
Only**



**All Wool . . . 24 and 33 Oz.  
Blue Melton Jackets**

- Cossack Style Slide Fastener Front.
- Comfortable Storm Collar With Tab and Button.
- Two Roomy Slash Pockets.
- Adjustable Side Buckle Straps for Snug Fit.
- Extra Full and Roomy With Strong Construction.
- Average Length, 25 Inches.

**A RECORD PRICE** on the season's most popular jacket. Strong, warm and handsome. Fast color. A bargain that is a bargain that is only found at Sears.

**SIZES:** Even chest sizes 34 to 48 in. State measurement taken over vest.

**24-Oz. Weight**

**41 X 221—Navy Blue Cossack Style Slide Fastener Front. Shpg. wt., 2 lbs. 10 oz. . . . \$279**

**33-Oz. Weight**

**41 X 241—Navy Blue Cossack Style. Slide Fastener Front. Shpg. wt., 3 lbs. . . . \$319**

**Triple Texture — Rainproof  
Suede Cloth Bargain**

- Smart Cossack Model. Roomy Slash Pockets.
- Fast color
- Double Stitched Throughout.
- Fast Color "Sheepoline" Lining Rubberized to the Cotton Suede Cloth.
- Slide Fastener Style.

You bet you can add up this combination of features elsewhere. But WHERE can you find this price? Can be washed in soap and water. Indestructo cotton suede cloth is extra strong and warm yet pliable and comfortable. Leather-like in appearance and resistance. Lined with a cotton fleeced material resembling sheepskin. Both are rubberized together. Average length, 25 inches.

**SIZES:** Even chest sizes 34 to 48 inches. State measurement taken over vest. Shpg. wt., 3 lbs.

**41 X 129—Navy Blue Indestructo Cossack. Each . . . \$2.79**  
**41 X 138—Medium Brown Indestructo Cossack. Each . . . \$2.79**

**100% Shrinkproof**

**Heavy Khaki Twill**

**\$1.59**  
**41 X 914**

**8-Oz. Whipcord**

**\$1.79**  
**41 X 874**

***New!  
Sensational!***

**Scooping All America on Quality!**

At last! Breeches that washing can't affect. They're 100% shrinkproof assuring perfect fit and comfort around knee and calf of leg. This is very important in well fitting breeches. Sturdy, wear-resisting Oxford Gray Cotton Whipcord or rugged Olive Drab Cotton Khaki Twill. Reinforced and bar tacked at all strain points. Great for hiking, camping, riding, working—**ANYTHING** and remember **PRICES REDUCED!**

- Double Knees for Extra Wear.
- Heavy Boat Sail Drill Pockets.
- Snug Fitting Lace Bottoms.
- 2 Hip, 2 Front and Watch Pockets.

**SIZES:** Even waist sizes 30 to 42 in.; 25 and 27 in. inseam. State measurements. Shpg. wt., 2 lbs.

**41 X 914—Olive Drab Khaki, 100% Shrinkproof Breeches . . . \$1.59**

**41 X 874—Oxford Gray, 100% Shrinkproof Whipcord Breeches . . . 1.79**



Sears SALE PRICE

98c

*new*  
**COPPER  
RIVETED**



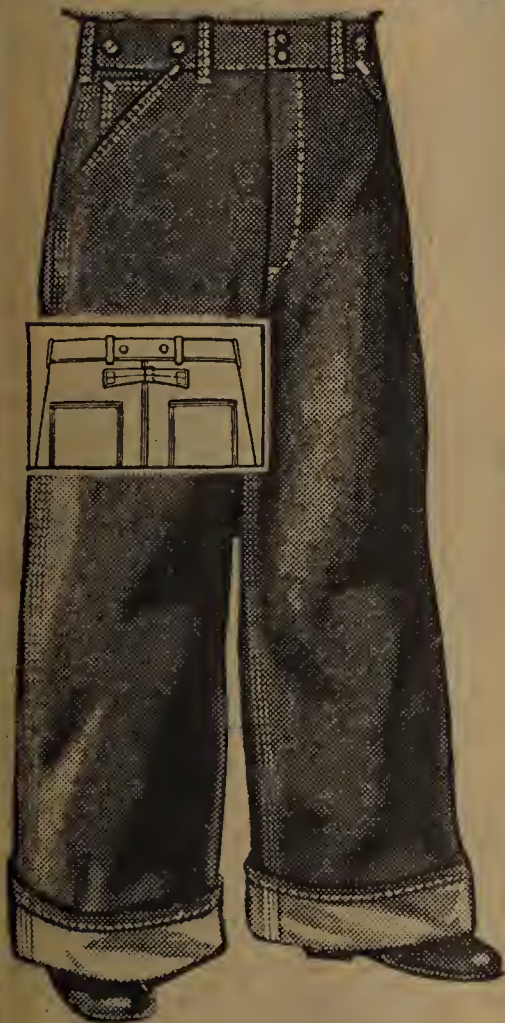
- Strong, Sturdy Sanforized, 8-Oz. White Back Indigo Blue Denim. Guaranteed Not to Shrink.
- Triple Stitched for Extra Strength.
- 6 Extra Large Pockets.
- Hip Pockets Double Thick at Bottom.
- Handy Reinforced Hammer Loop.
- Copper Riveted. Adjustable Back Strap and Buckle.

Copper riveted—the same way husky rivets are hammered into a skyscraper. Sale priced—the same way extra savings are hammered into every Bargain in this book.

SIZES: Even waist sizes 30 to 44 in.; Even inseam sizes 30 to 36 in. State measurements. Shpg. wt., 1 lb. 14 oz.

41 X 745—Sanforized Copper Riveted, 8-Oz. Bandtop Overalls.... 98c

## CUT PRICES on BAND TOPS !



### Heavy 2.20 Weight

- Triple Stitched Seams.
- Adjustable Back Strap and Buckle. Handy Rule Pocket.
- Every Strain Point Reinforced and Bar Tacked.

Made of strong, long-wearing, heavy weight 2.20 Indigo Blue Denim, mill shrink.

Big all over for perfect working comfort. Worn by both men and women. Buy several pair at this low price.

SIZES: Even waist sizes 30 to 44 in. Even inseam sizes 30 to 36 in. State measurements. Shpg. wt., 1 lb. 12 oz.

41 X 734—White Back, Indigo Blue Denim Overalls. Bandtop..... 77c

### 8 Oz. Blue Denim

- Heavyweight, 8-Oz. White Back Indigo Blue Denim.
- Seams Triple Stitched.
- 6 Large Pockets.

Great guns, men! What a Band Top. Big copper rivets hammered in at the strain points. Strongest and most durable construction. Special SALE PRICED.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. State measurements. Shipping weight, 1 lb. 14 oz.

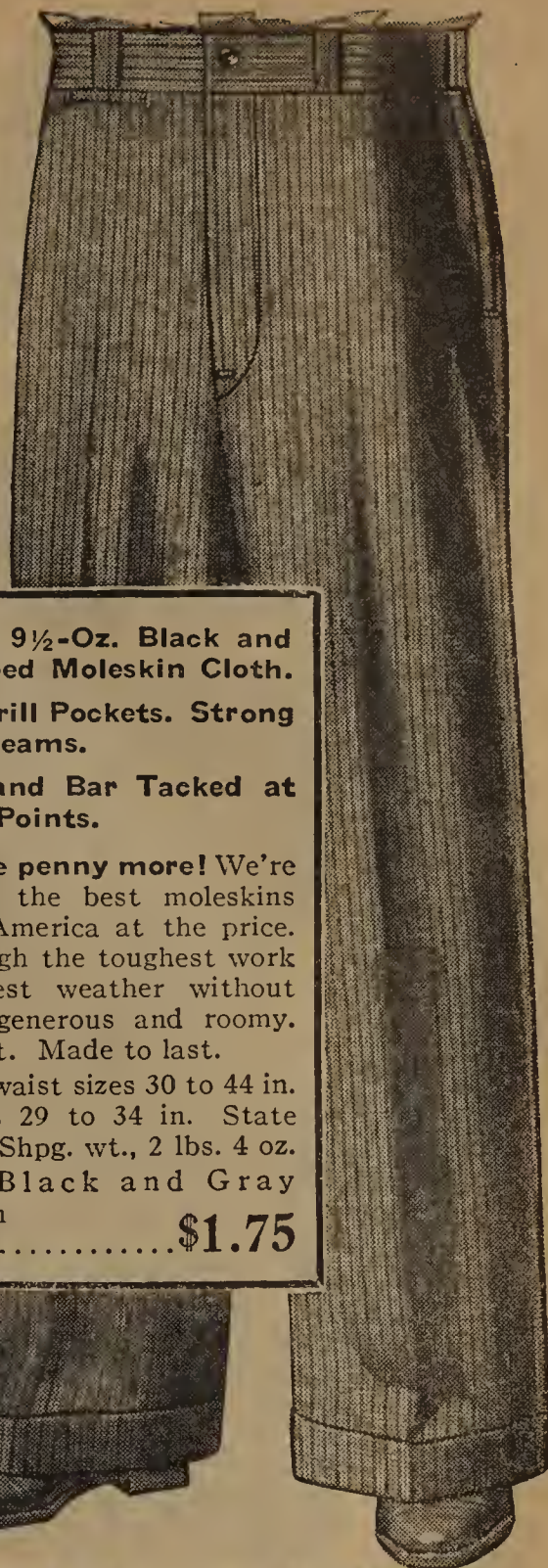
41 X 706—Copper Riveted, 8-Oz. Overalls. Bandtop..... 85c

\$1.75

~~\$1.98~~

VALUE

### 9½ Oz. Moleskin Cloth



- Extra Heavy 9½-Oz. Black and Gray Striped Moleskin Cloth.
- Boat Sail Drill Pockets. Strong rip-proof seams.
- Reinforced and Bar Tacked at All Strain Points.

Don't pay one penny more! We're positive they're the best moleskins ever offered in America at the price. They'll go through the toughest work and the toughest weather without flinching. Cut generous and roomy. Built for comfort. Made to last.

SIZES: Even waist sizes 30 to 44 in. All inseam sizes 29 to 34 in. State measurements. Shpg. wt., 2 lbs. 4 oz.

41 X 900—Black and Gray Striped Moleskin Cloth..... \$1.75

SALE  
CLOSES  
FEB. 28,  
1935

## FIRST TIME at this PRICE

\$1.19

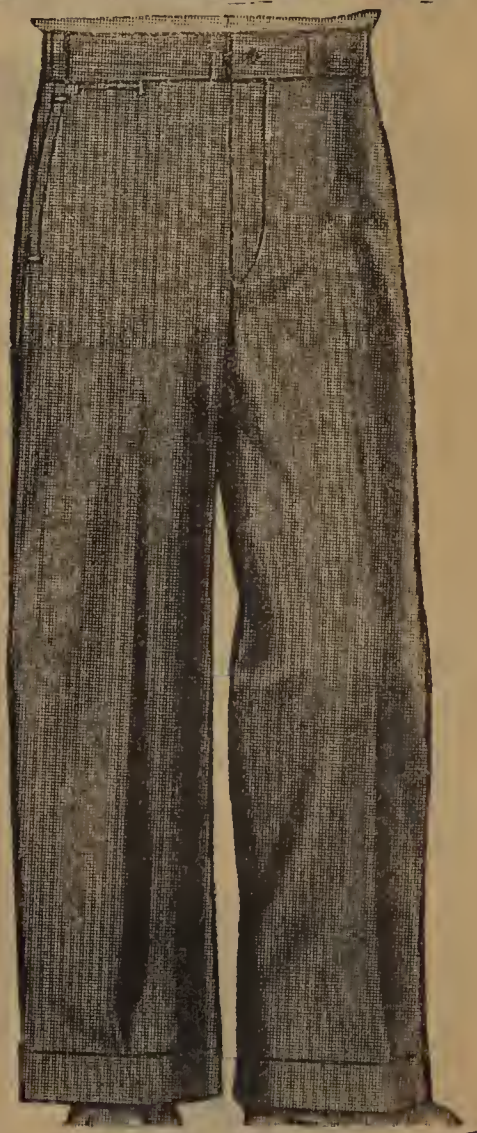
### Don't Rate Them By Their Bargain Price

- Medium Heavyweight, Dark Gray Striped Worsted. Woven From Hard Twisted, Long Staple Cotton Yarns.
- Extra Strong Tailoring.
- Long Wearing Pockets.
- Buttons Sewed on to Stay.
- Big, Roomy Sizes for Real Working Comfort.

A real money saver. Take advantage of this sensational offer, lay a few pairs away for the future.

SIZES: Even waist sizes 30 to 44 in.; and all inseam sizes 29 to 34 in. State measurements. Shpg. wt., 1 lb. 10 oz.

41 X 946—Dark Gray Striped 8-Oz. Cotton Worsted..... \$1.19



SEARS-ROEBUCK c 135



ALL PRICES  
ARE FOR  
MAIL ORDERS  
ONLY



100% ALL WOOL

WAS  
~~\$16<sup>95</sup>~~ \$14<sup>75</sup>

Popular, Diamond  
Weave Worsted

- Stylish 2-Button Peak Lapel Model.
- Half Lined With Lustrous Lining.
- Wide 22 Inch Trousers Bottoms.

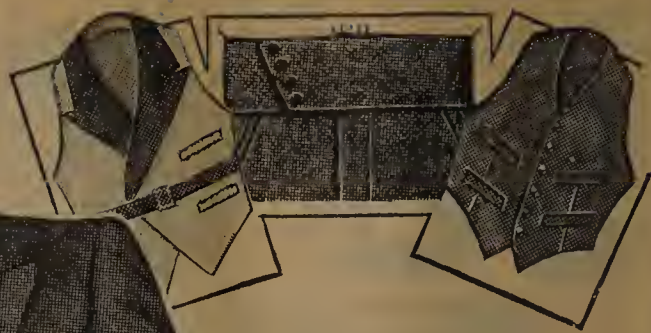
The style experts had Young Men in mind when they designed this suit. The fabrics are of fine, long-wearing, hard-finished all Virgin wool worsteds in rich subdued diamond weave pattern. Will take a sharp crease and hold their shape. Careful tailoring holds their stylish lines throughout. You would expect to pay at least \$20 or more for such a combination of style and fabric.

SIZES: 34 to 42 in. chest; 28 to 39 in. waist; 29 to 35 in. inseam. State measurements. Shpg. wt., 5 lbs. 6 oz.

45 X 7853—Oxford Gray. \$14.75  
45 X 7832—Dark Blue.



136 C SEARS



\$10<sup>95</sup>

Style Sensation  
... with NEW  
Reversible Vest

The latest style hit direct from Hollywood. The one-button peak lapel model with high cushion shoulders and wide 22-inch bottoms leads the style parade. An added feature is the new reversible vest. It is a regular suit vest on one side, while the other side is of sprightly contrasting gray all wool flannel with wide lapels and decorative strap. The suit is sturdily tailored from a ¾ wool cheviot fabric—with a faint herringbone weave. Priced far below today's market.

SIZES: 33 to 40 in. chest; 27 to 36 in. waist; 28 to 35 in. inseam. State measurements. Shpg. wt., 5 lbs. 8 oz.

45 X 7852  
Dark Blue Cheviot.....\$10.95

45 X 7830  
Oxford Gray Cheviot..... 10.95

SALE  
CLOSES  
FEB. 28,  
1935

\$9<sup>95</sup>

All Wool  
Cassimere  
Suit

Our Lowest  
Price All Wool Suit

We shopped the woolen markets for fine fabrics that would make up into a strong, durable suit. This suit is the result of our purchase—and we are offering it far below present competition. Well styled in a Young Men's 2-button peak lapel model. Sturdy, careful tailoring guarantees the fine fit and long wear. Coat one-half lined. Wide trouser bottoms.

SIZES: 34 to 42 in. chest; 28 to 39 in. waist; 29 to 35 in. inseam. State measurements.

45 X 7880—Medium  
Brown. Shpg. wt., 5 lbs. 6 oz.....\$9.95

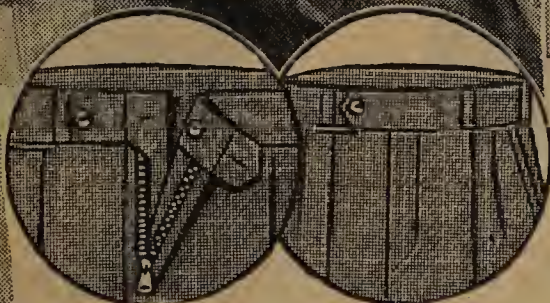
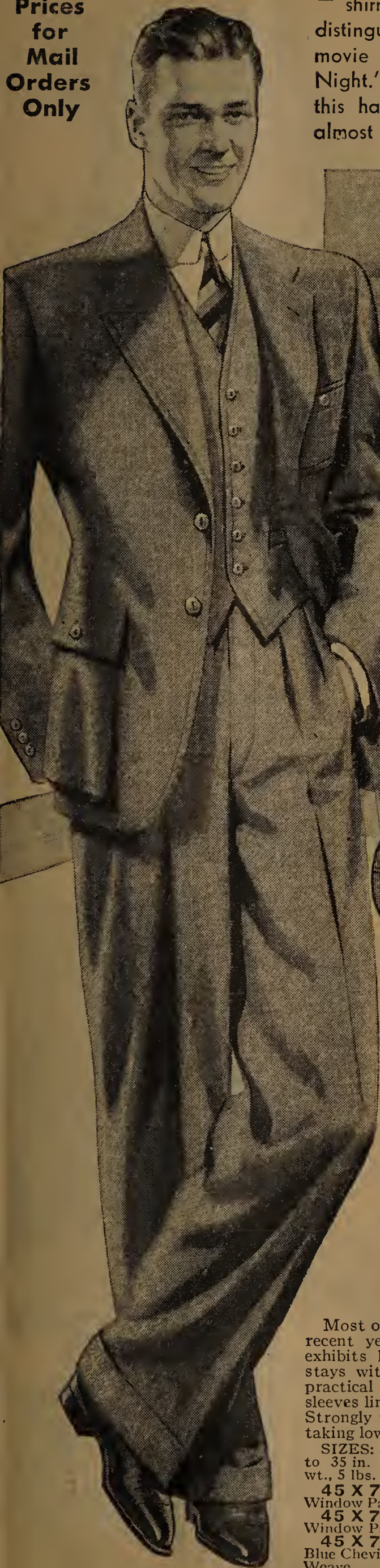
45 X 7834—Oxford Gray.  
Shpg. wt., 5 lbs. 8 oz.....\$9.95





**These  
Prices  
for  
Mail  
Orders  
Only**

**E**XACT copy of the swagger, new, shirred-back model worn by the distinguished star of the sensational movie success, "It Happened One Night." Originating in Hollywood, this handsome model has "clicked" almost overnight from Coast to Coast.



Flash Slide  
Fastener Front

Pleated  
Trousers

**\$12<sup>95</sup>**

**Smart Saddle  
Bag Pockets**

**All Wool Fabrics**

- Swagger, 2-Button Notch Lapel Style.
- Fancy Shirred Yoke Back.
- Half Belted Back With Center Vent.
- Pleated Trousers; Overlapping Waistband.
- Wide Trousers Bottoms.

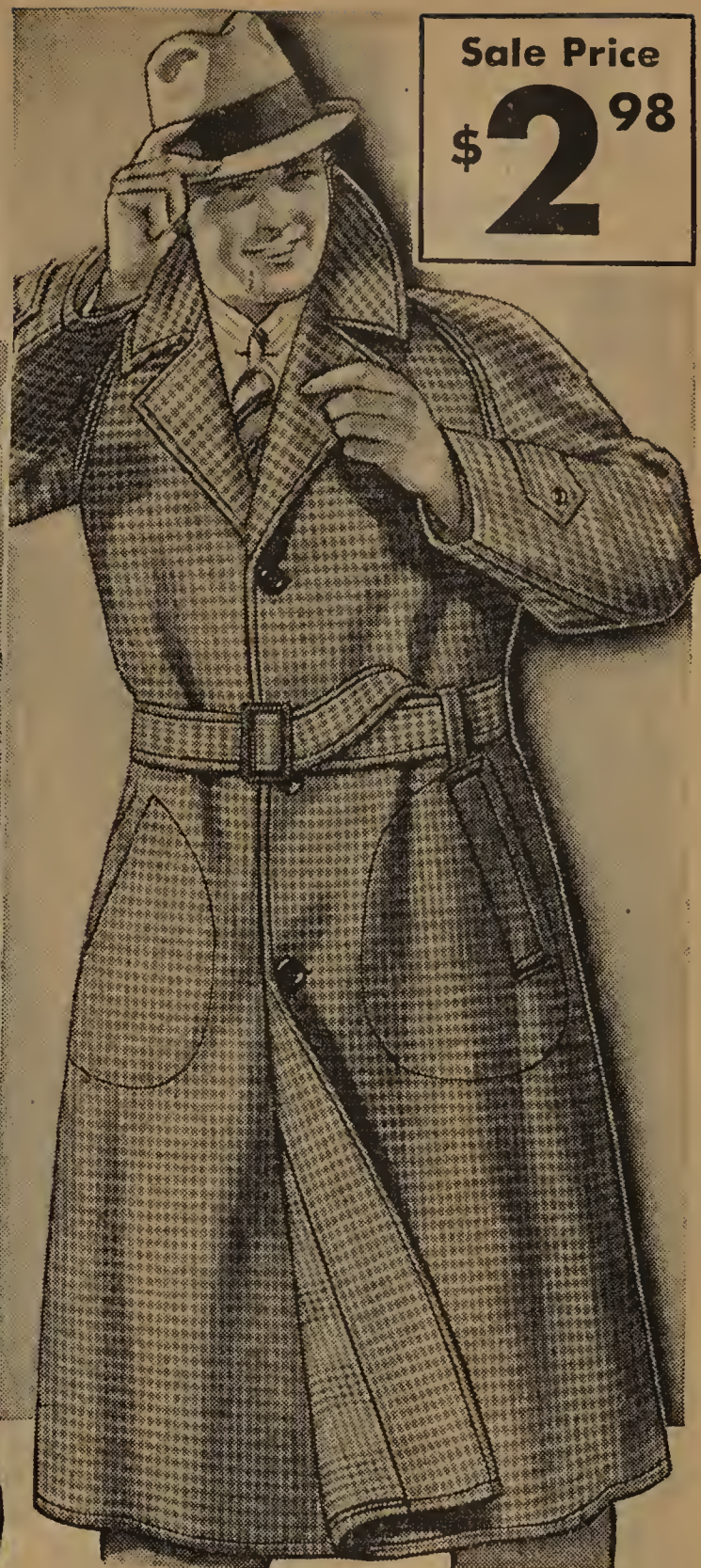
Most original and becoming men's model of recent years. Distinctive—New! This suit exhibits keen style in every lively line, yet stays within the bounds of good taste and practical utility. Coat one-half lined and sleeves lined with lustrous Earl Glo Rayon. Strongly tailored. Sears priced at a breath-taking low level!

SIZES: 34 to 42 in. chest; 29 to 39 in. waist; 29 to 35 in. inseam. State measurements. Shpg. wt., 5 lbs. 8 oz.

45 X 7810—All Wool, Med. Gray Window Pane Check Effect Cassimere.. **\$12.95**

45 X 7882—All Wool Med. Brown Window Pane Check Effect Cassimere. **12.95**

45 X 7854—All Wool and Worsted Dark Blue Cheviot Faint Herringbone Weave..... **\$12.95**



**Sale Price**  
**\$2<sup>98</sup>**

**A Raincoat When It's Wet  
A Topcoat When It's Dry**

- Attractive Black-and-White Check Cotton Jersey.
- Single Breasted Style.
- Waterproof Material Rubber Interlining.
- Two Slash Pockets.
- Vulcanized to a Handsome, Fast-Color Plaid Lining.
- Average Length, 48 In.

You might not suspect that a coat so genuinely smart could really keep you dry. And when the sun shines, it makes a practical stylish topcoat. Moreover, it keeps you warm when the wind blows cold. Probably the greatest all-purpose, all-weather coat on the market. All around belt. A real Sears value at a thrilling, low figure!

MEN'S SIZES: 34 to 46 in. chest. State measurement taken over vest. Shpg. wt., 4 lbs. 1 oz.

45 X 7900—Black-and-White Check..... **\$2.98**



**Novelty Weave**

**\$1.75**—Sturdy, Good Looking Cotton Worsted.  
—2-Button Waistband.  
Side Buckle Straps  
—21-In. Cuff Bottoms.

High-velocity style and dependable service at a compelling low price. Sears standard tailoring throughout.

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 12 oz.

45 X 7924—Dk. Blue. Fancy Weave **\$1.75**  
45 X 7926—Brown. Fancy Weave. **\$1.75**



**Sears SALE PRICE  
SETS BARGAIN PACE!**

**\$ 2<sup>98</sup>**

**Sears SALE PRICE**

**\$ 2<sup>69</sup>**

THESE  
PRICES  
FOR  
MAIL  
ORDERS  
ONLY

SALE  
CLOSES  
FEB. 28,  
1935

**Sears  
SALE PRICE**

**\$ 2<sup>39</sup>**

### Swagger Slacks

- Cassimere 2/3 Wool, Balance Rayon.
- Smart Small-Check Pattern.
- 2-Button Waistband, Side Straps.

Another outstanding bargain that establishes Sears as the world's greatest value givers. Wide, 21-inch Cuff Bottoms.

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shpg. wt. 1 lb. 14 oz.

45 X 7916—Med. Gray \$2.39  
45 X 7918—Med. Dark Brown.

### All American Style Champion!

- Very Latest Broadway Slack Model.
- Handsome Herringbone Cheviot; About 2/3 Wool.
- Swagger, 2-Button Extension Waistband.
- Convenient, Adjustable Side Buckle Straps.
- Wide, Collegiate 22-Inch Cuff Bottoms.

Look at this model! It is America's most popular young men's style! Check the features—you'll see why. The style is correct, authentic—becoming. Handsome-draping, smart-fitting—spells class to everyone who sees it! A fine fabric more superbly tailored than anything you would ordinarily find at such an astounding low price!

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 14 oz.

45 X 7920—Dark Blue  
45 X 7922—Oxford (Dark Gray)..... \$2.69

### All Wool Pure Worsted

#### Startling Close-Out!

Men! Here's an opportunity to buy a \$4.50 pair of trousers for only \$3.39. Thousands of fine, all wool pure worsted trousers consisting of extra suit trousers—mill close-outs and factory clearances. Excellently tailored throughout. We hammered down the price to a new, low level to make this one of the greatest clearance sales in our history. Look ahead! Order several pairs.

SIZES: 30 to 42 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 15 oz.

45 X 7912—Blue Striped  
45 X 7913—Brown Striped  
45 X 7914—Gray Striped \$3.39

### The Hollywood..Featuring The Flash Slide Fastener



Zip it's open,  
Zip it's closed  
Fastener is very  
Small and  
Flexible



Only a Thin  
Seam-Line  
Shows. No  
Contact with  
Metal Inside

- Fancy Weave 2/5-Wool Cassimere.
- Latest Pleated Style With Slide Fastener Fly Front.
- Adjustable Side Buckle Straps.
- Wide, 20-Inch Cuff Bottoms.

Hollywood... they're setting the pace for **STYLE-SNAP-SMARTNESS**. The novelty weave has "life" and "swank", "distinctiveness". Tailored like the most expensive bench made clothes. You really have to see these splendid trousers... try them on... to appreciate them. We are sure you will agree with us that they are truly astounding values.

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shpg. wt., 1 lb. 15 oz.

45X7930—Gray Mixed Fancy Weave \$2.98  
45X7932—Dark Brown Fancy Weave



These  
Low Sale  
Prices  
for Mail  
Orders  
Only



### Plain or Trimmed

**89c**  
—Warm All Wool Yarns  
—Cardigan Stitch  
—Contrasting Trim at Neck, Cuffs, Bottom

Price says — YOU SAVE but it can't tell you about quality, warmth, service . . . all the worth this bargain price buys.

33 X 1748—Navy with trim  
33 X 1749—Maroon with trim  
33 X 1775—Plain black  
33 X 1776—Plain navy blue

Even sizes, 26 to 36 in. chest. State size. Shpg. wt., 1 pound.

### Snappy Cossack Style

—Indestructo Heavy Double Napped Cotton Suede Cloth  
—Cossack Style  
—Sturdy Slide Fastener  
—Two Roomy Slash Pockets

Talk about money-saving! You'll hunt high and low to match that pricemark, fellows! It's about as handy a jacket as can be made.

33 X 1122—Tan  
33 X 1124—Blue

Ages, 6, 8, 10, 12, 14, 16, 18 yrs. State age. Shipping weight, 1 pound 1 ounce.

### All Wool Yarns

—Good, Warm, Serviceable Weight  
—Sturdy, Long-Wearing Yarns  
—Talon Opening at Neck

Get one, fellows! Get it QUICK! This price will soon be a thing of the past. All wool warmth and strength. Ruggedly knit. Smartly designed Narrow gauge. Shaker Stitch.

33X1880—Royal blue 33X1882—Navy  
33X1881—Maroon

Even sizes, 28 to 36 inches chest measure. State size. Shipping weight, 9 ounces.

# LOOK WHAT'S HAPPENED TO PRICES



### "Talon" Opening

—Strong Yarns, About 50% Wool  
—Narrow Gauge Shaker Stitch  
—Military Collar

This bargain doesn't end with the price tag. Here's good strong fabric . . . durable yarns . . . rugged knitting. Quality that would do credit to a price twice as high.

33 X 1883—Navy blue  
33 X 1884—Maroon  
33 X 1885—Tan

Even sizes, 28 to 36 inches chest. State size. Shpg. wt., 12 oz.



### Some Bargain!!

—Durable Cotton Shirtings  
—Generous Roomy Sizes

Sears Boys' standard Dress Shirts packed full of honest tailoring and stubborn strength. Coat style. Tie not included.

JUVENILE SIZES, 6, 8, 10, 12 years. State age. Shpg. wt., 7 ounces. BOYS' SIZES, 12½ to 14½ in. Half sizes. State size. Shpg. wt., 8 oz.

33 X 1436—Plain white  
33 X 1437—Plain blue  
33 X 1438—Fancy pattern



### Sturdy Oak Junior

—Medium weight Fine Yarn Chambray  
—Unbreakable Buttons  
—Non-rip Sleeve Facings

Leave it to Sturdy Oak to cut its price on boys' work shirts and put this Sale over.

JUVENILE SIZES, Ages, 6, 8, 10, 12 yrs. State age. Shpg. wt., 6 oz.

BOYS' SIZES, 12½ to 14½ in. neck. Half sizes. State size. Shpg. wt., 8 oz.

33 X 1020 Blue



### Save on Boys' Caps

—Eight-Quarter Model  
—Rayon Lining  
—Leather Sweatband

Fabrics from ¼ to ½ wool. Assorted patterns. 33 X 5851—Gray Mix. 33 X 5852—Tan Mix. 33 X 5853—Brown Mix. Sizes, 6¾ to 7¾. State size. Shipping weight, 10 ounces.



All These  
Low Sale Prices  
for Mail Orders  
Only

*Sears*  
**MIDWINTER  
SALE PRICE**

**\$1.09  
EACH**

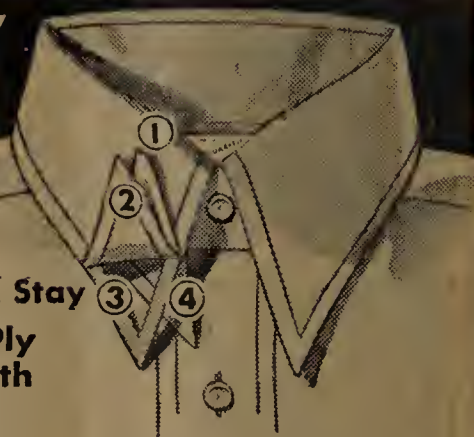
**Tru-Point Patented Stay  
Collar Insures . . .  
No Curling • No Rolling  
No Breaking**

1. Top Ply  
Broadcloth

2. Collar Lining

3. Patented Stay

4. Bottom Ply  
Broadcloth



### TRU-POINT COLLAR

★Plain Colors in a Fine Count Combed Yarn Pre-Shrunk Cotton Broadcloth

★Fancy Patterns in Fine Count Pre-Shrunk Cotton Shirtings

★Beautiful Tailoring in Every Detail

★Fine Ocean Pearl Buttons—Attached Collar

AT LAST—the collar you've been waiting for. TRU-POINT—the marvelous new model that stays smooth, neat, immaculate from morning till night. LOOKS like a stiff collar but it's SOFT. As comfortable to wear as any soft collar you ever wore. The new patented stay does the trick. No attention required. Nothing to put in or take out. Specially priced at a LOW INTRODUCTORY FIGURE. Tie not included. Shpg. wt., 11 oz.

33 X 170—Plain white

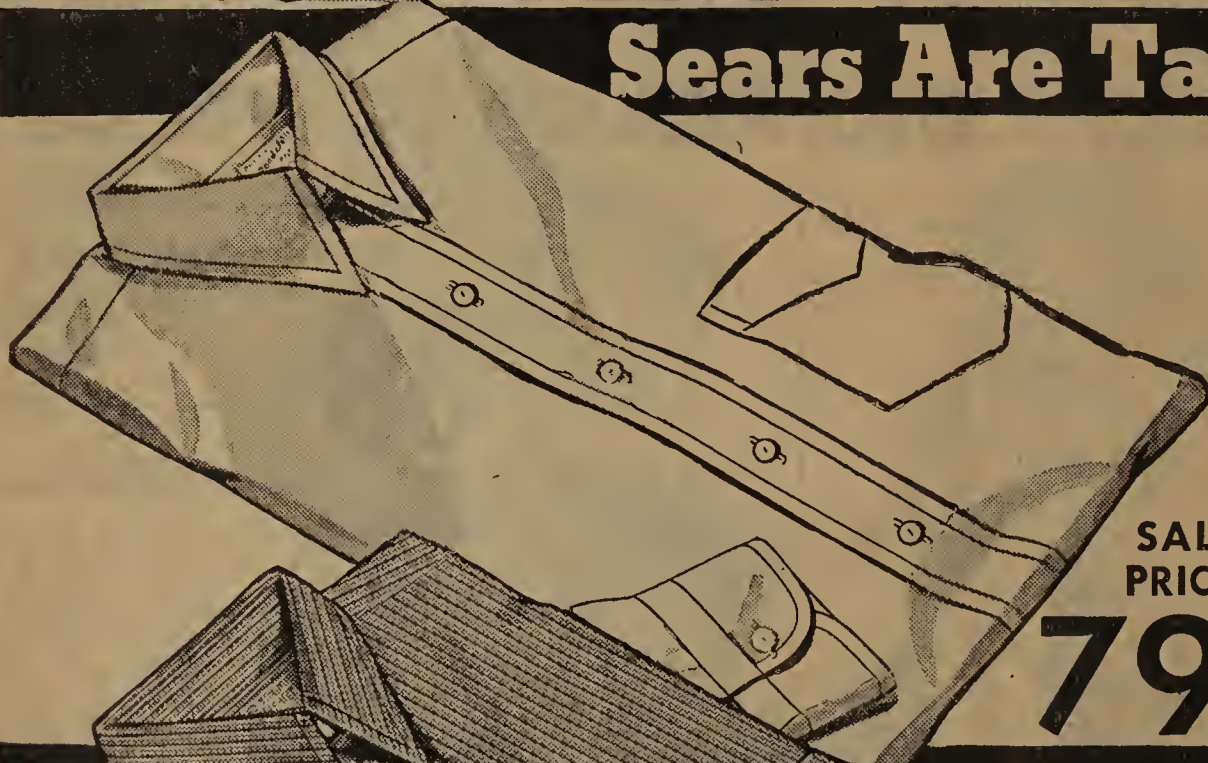
33 X 171—Plain blue

33 X 172—Fancy patterns

Half sizes, 14 to 17. State size.

**\$1.09  
Each**

## Sears Are Talking PRICE!



**SALE  
PRICE**

**79c**

Half sizes, 14 to 17. State size.  
Shipping weight, 11 ounces.

—Plain Colors In Pre-Shrunk Cotton Broadcloth

—Fancy Patterns in Durable Cotton Shirtings

—Fadeproof Colors... Roomy Dimensions

—Attached Collar... Cellophane Wrapped

. . . And when Sears talk price, America SAVES and SAVES PLENTY. It's no ordinary dress shirt, either. One of our standard models. Thousands of customers buy it from the big General Catalog. Honest quality to the last buttonhole. Stock up.

33 X 300—Plain white

33 X 301—Plain tan

33 X 302—Plain blue

33 X 303—Plain green

33 X 306—Plain gray

33 X 304—Fancy patterns

## Listen! SAVE! PROFIT!

—Good Quality Cotton Shirtings

—Guaranteed Fadeproof Colors

—Careful Tailoring Throughout

A price to set bargain hunters talking—and stocking up on shirts. It's a standard Sears item. Not a button changed. Not a detail skimmed. A durable good-looking dress shirt fabric. Cut in the latest lines according to the latest style ideas. Full 7-button front. Cellophane wrapped. Attached collar style.

33 X 490—Plain white

33 X 492—Plain tan

33 X 493—Plain blue

33 X 494—Fancy patterns

Half sizes, 14 to 17. State size.  
Shipping weight, 10 ounces.

**SALE  
CLOSES  
FEB. 28, 1935**

**SALE  
PRICE**

**66c**

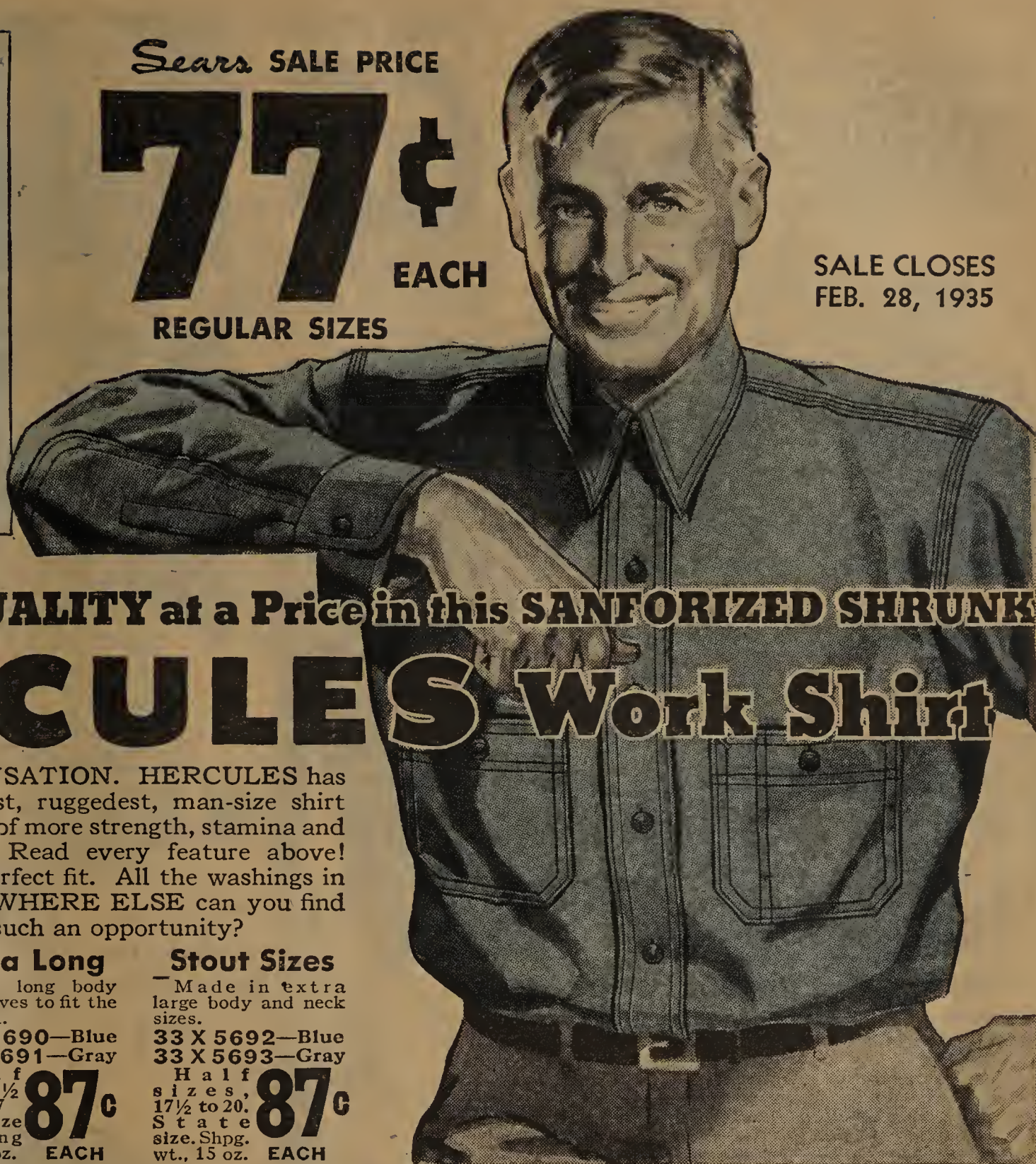


- SANFORIZED SHRUNK  
Wear-Tested Materials
- Heavy, Double-Thick  
"Neverslip Type" Yoke
- Roomy Armholes
- Thick Double Elbows
- Bar Tacked Pockets
- Pencil Compartment
- Heavy Duty Buttons
- Triple-Stitched Seams
- 3-Layer Interlined  
Collar and Cuffs

Sears SALE PRICE

**77¢**  
EACH  
REGULAR SIZES

SALE CLOSING  
FEB. 28, 1935



# The Story is QUALITY at a Price in this SANFORIZED SHRUNK HERCULES Work Shirt

More than a sale. A SENSATION. HERCULES has cut the price! The toughest, ruggedest, man-size shirt we've ever sold. Packed full of more strength, stamina and comfort than ever before. Read every feature above! Sanforized Shrunk means perfect fit. All the washings in the world won't shrink it. WHERE ELSE can you find such a shirt—such a price—such an opportunity?

## Regular Sizes

Tailored in regular shirt sizes in full roomy dimensions.

33 X 5631—Blue  
33 X 5632—Gray

Half sizes, 14½ to 17. State size. Shipping weight, 14 ounces.

**77¢**  
EACH

## Extra Long

Extra long body and sleeves to fit the tall man.

33 X 5690—Blue  
33 X 5691—Gray

Half sizes, 14½ to 17. State size. Shipping wt., 15 oz.

**87¢**  
EACH

## Stout Sizes

Made in extra large body and neck sizes.

33 X 5692—Blue  
33 X 5693—Gray

Half sizes, 17½ to 20. State size. Shpg. wt., 15 oz.

**87¢**  
EACH

# You Expected Sensations—YOU GET 'EM!



These Low  
Prices for  
Mail Orders  
Only

## Cotton Covert Cloth

- Resists Oil and Grease
- Triple Stitched
- Non-rip Sleeve Facings
- Interlined Collar

**55¢**

Here's a shirt that won its reputation on tough, greasy jobs. Here's the BARGAIN you want if you're a garage man, auto mechanic, oil man—if you do any kind of rough, greasy work. Made over genuine Sturdy Oak dimensions.

33 X 610—Blue 33 X 611—Gray  
Half sizes, 14½ to 17. State size. Shipping weight, 12 ounces.

## Fancy Tupelo Madras

- Genuine Tupelo Madras
- Sturdy Oak Dimensions
- Triple Stitched Seams
- Non-rip Sleeve Facings
- Interlined Collar

**59¢**

Another big favorite ON SALE. The most popular fancy pattern ever designed in a work shirt. Thousands of old time customers will double up on savings while this sale lasts.

33 X 683—Gray 33 X 684—Blue  
Sizes, 14½ to 17. Half sizes. State size. Shipping weight, 13 ounces.

## Is This a LOW Price!

- Durable Chambray
- Triple Stitched Seams
- Non-rip Sleeve Facings
- Interlined Collar

**37¢**

An out-and-out, bedrock BOT-TOM PRICE on a workshirt. And remember... It's well made... will fit properly... will give more service than you'd expect at this price.

33 X 620—Blue. Half sizes, 14½ to 17. State size. Shipping weight, 9 ounces.

SEARS, ROEBUCK AND CO. C 141





Sale Price!

**65c**

EACH



FULL  
DOUBLE  
FRONT

DOUBLE  
ELBOW

### "Cast Iron" Shirts at a Cut Price!

Extra Strong Fine Yarn Chambray . . . Deep Double Yoke . . . Triple Stitched Seams . . . Reinforced Sleeve . . . Big, Generous Sizes.

Another famous shirt SACRIFICED. "CAST IRON"—the model designed by a Sears customer. He wanted double strength on the back and under the arms. And he got it! The tough fabric lives up to its name for "Cast Iron" wear. The deep double front comes down to the pockets as illustrated. Deep double elbow. Interlined collar.

**33 X 689—Blue Chambray**

Half sizes, 14½ to 17. State size. Shpg. wt., 14 oz.

**65c**

### It's a Bargain!

**45c**

- Good Quality Fabrics of ¼ to ½ wool
- Latest patterns
- Cotton Twill Lining
- Leather Front Piece

**33 X 4810—Gray mixture**

**33 X 4811—Tan mixture**

**33 X 4812—Brown mixture**

Sizes, 6¾ to 7¾. State size.

Shipping weight, 12 ounces.

### Tough Cowhide

**39c**

A PAIR

- Palm, Thumb, and Entire Index Finger of Soft Pliable Chrome Tanned Grain Cowhide Leather
- Backs of Soft Strong Gray Split Cowhide
- Artificial Leather Cuffs Protected by Grain Leather Pull

Built for the toughest kind of work. Priced to meet the stiffest competition in America. Real leather for real work.

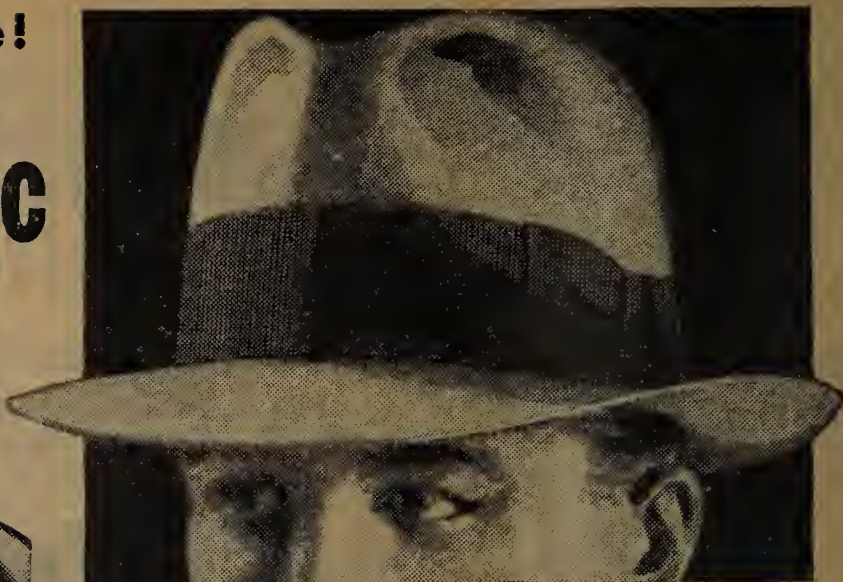
Sizes, 8½, 9½, 10½, 11½.

**33 X 4085—Band Top**

State size. Shpg. wt., 8 oz.

**33 X 4185—Gauntlet Style**

State size. Shpg. wt., 9 oz.



Low Priced!

**\$1.69**

- Good Quality Fur Felt
- Plain Edge Snap Brim, about 2¾ inches wide
- New "Fashion King" Crown, about 5½ in. high
- Durable Rayon Lining

Looks like more money. Sensible new lines becoming to men of every age. Well balanced proportions . . . careful tailoring.

**33 X 6110—Medium**

Gray, Black Band

Sizes, 6¾ to 7½.

**33 X 6111—Medium**

Tan, Brown Band

State size. Shpg. wt., 1 lb. 8 oz.

**SALE ENDS FEBRUARY 28th**

These Low  
Prices for  
Mail Orders  
Only

**55c**

EACH

Regular  
Sizes



### Genuine Sturdy Oak Shirts

- One of the Finest Chambrays Obtainable
- Important Seams Triple Stitched
- Continuous Non-rip Sleeve Facings
- Big, Roomy Sizes
- Interlined Collar

The work shirt that made thousands and thousands of friends for Sears. Now the price is cut putting this sale over in grand style! It's the same dependable shirt you've bought from our General Catalog. Stock up while savings are greatest

#### REGULAR SIZES

**33 X 678—Blue**

**33 X 679—Gray**

Half sizes, 14½ to 17. State size. Shpg. wt., 10 oz.

#### SLIM SIZES

**33 X 676—Blue**

Sizes, 14½ to 17.

State size.

Shipping weight, 12 oz.

#### STOUT SIZES

**33 X 674—Blue**

Extra sizes, 17½ to 20.

State size.

Shipping weight, 12 oz.

**65c**

EACH

**55c**







Sears  
SALE PRICE  
**98c**



All Price  
Records Broken

**48c**

- ★ Genuine Fine Yarn "Ideal" Chambray
- ★ Principal Seams Triple Stitched

★ Continuous Non-rip Sleeve Facings

★ Strong Interlined Collar

★ Popular Coat Style Model

Why be satisfied with a small saving? STOCK UP—SAVE MORE while this price lasts. Great worker. Likes punishment.

**33 X 648—Blue Ideal Chambray**  
Sizes, 14½ to 17. Half sizes. State size. Shipping weight, 14 oz.



Sears  
SALE PRICE  
**\$1.69**

For  
Mail  
Orders  
Only

### Extra Savings Here

- Durable Yarns of about One-Third Wool
- Good Serviceable Weight
- Firm Closely Knit Fabric
- Two Latest "Heather" Shades
- Two Roomy Pockets

You're right, men! This is a good low BARGAIN PRICE! But DON'T overlook what a handy practical all-around sweater it buys. It's heavier and tailored better than most coats sold elsewhere at this price.

**33 X 1697—Brown Heather**  
**33 X 1698—Gray Heather**  
Even sizes, 34 to 46 inches chest measure. State size. Shipping weight, 1 pound.

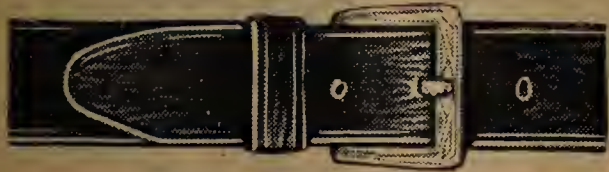
### Price News!

### Style News!

- All Wool Yarns
- Smart Pullover Model
- Popular Talon Opening at Neck
- Three Most Popular Colors

Brand new sport styles! Best sellers everywhere! Perfect for Winter, Spring—ANY SEASON. But DOWN—DOWN—DOWN—goes the price just the same. Some of them formerly sold as high as \$2.98! Great for sport—work—knockabout wear.

**33 X 1692—Gray** **33 X 1693—Navy**  
**33 X 1694—Tan**  
Even sizes, 34 to 46 in. chest. State size. Shipping weight, 12 ounces.



### Belt Bargain!

**37c**

- Full Grain Cowhide Bridle Leather Belt about 1½ in. wide
- Attractive embossed design
- Good Quality Nickel Plated Tongue Buckle

Act Now! Price is down. Good looks for the dressiest outfit. Strong solid leather for the toughest job.

**33 X 8856—Black**  
**33 X 8858—Light brown**  
Even sizes, 30 to 42 inches. State size. Shipping weight, 5 ounces.



### Two Styles

- Single or Double Grip
- Live Rayon Elastic Webbing 1½ in. Wide
- Silk-faced Satin Pads

**19c**  
A PAIR

**33 X 9110—Shpg. wt., 3 oz.**  
**DOUBLE GRIP**  
**33 X 9100—Shpg. wt., 3 oz.**

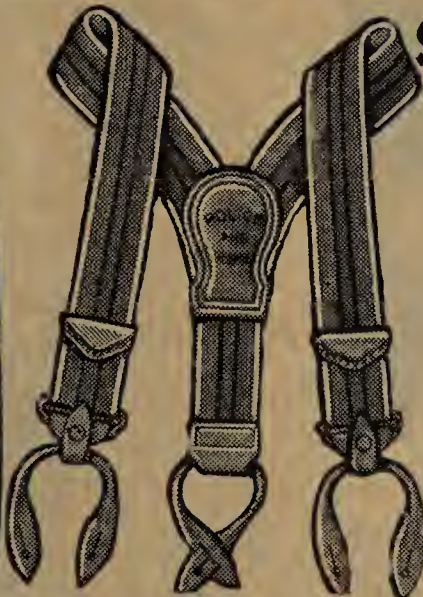


12-OUNCE

**6 69c**  
PAIRS

**12 \$1.35**  
PAIRS

—The best and strongest heavy weight 12-Oz. Eastern Cotton Canton Flannel  
—Napped on Inside  
—Double Knit Wrists  
**33 X 3827—Shpg. wt., 6 pairs, 1 lb. 4 oz.; 12 pairs, 2 lbs. 7 oz.**



### Two Styles

**39c** A PAIR

- Extra Heavy Webbing, About 1½ Inches Wide
- Heavy Cushion Back Protects Rubber from Perspiration
- Tough Cowhide Leather Trimmings
- Non-rusting Brass Metal Fittings
- Full 40-In. Long
- 33 X 8650—Police Back**  
**33 X 8651—Cross Back**  
Shpg. wt., 6 ounces.



### Cotton Suede Cloth

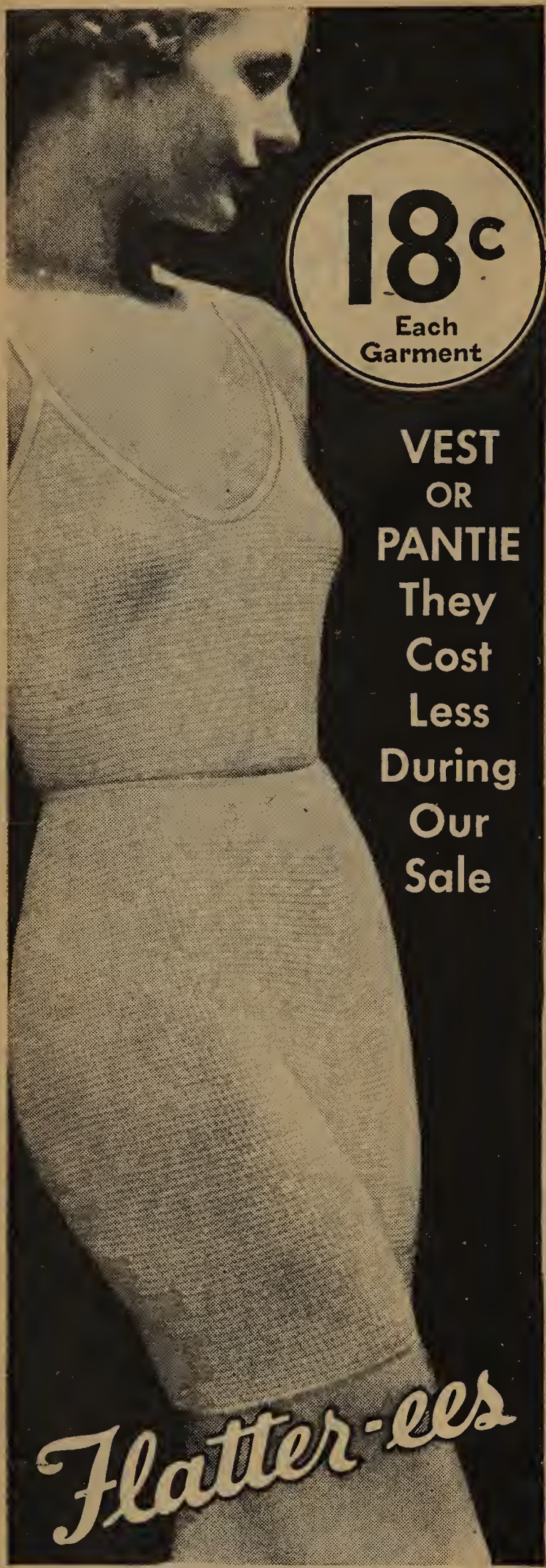
- Strongly Tailored Throughout
- Big Man-size Dimensions
- Unbreakable Buttons
- See it—wear it—and you'll feel like you've named your own price! It's good substantial cotton suede cloth. Coat style. Cut, tailored and reinforced like higher priced shirts. Shipping weight 1 lb. 2 oz.

**79c**

**33 X 5855—Tan** **33 X 5856—Gray**  
Half sizes, 14 to 17. State size wanted.

**BUY WISELY! BUY NOW!**  
**SALE ENDS FEB. 28th**





**18<sup>c</sup>**  
Each  
Garment

**VEST  
OR  
PANTIE  
They  
Cost  
Less  
During  
Our  
Sale**

*Flatter-ees*

### Rayon Striped Cotton

Make the most of this Sale of Flatter-ees! Buy plenty of these feather-light underthings that keep you warm and give such a smooth, natural line to your dresses. No bulk here. They yield with every movement, yet always hug the figure. Mere handfuls of springy tuck-rib fabric, deftly made, perfect fitting. Lastex at bottom of legs keeps them down; flat elastic at waist of panties; double gusset in back. Vests have built-up shoulders; flat narrow straps. Color: Flesh pink.

16 X 9070—Vest 16 X 9071—Panties  
Sizes: Small (32-34); Medium (36-38); Large (40-42) inches bust or hip measure. State size.  
Shpg. wt., each garment, 4 oz.

**144 c SEARS, ROEBUCK AND CO.**

For Mail Orders Only

**29<sup>c</sup>** EACH  
SUIT

and Naturally  
**SAVINGS BIGGEST**  
on Our Biggest Seller

### Lightweight Cotton

A favorite long famous for value, now reduced. An unrivaled bargain in our Sale. Soft, stretchy light weight cotton union suits, well made to last long, fit trimly and feel comfortable.

Low priced even in our Big Catalog. But up to our high standard in every way. And value way beyond what anyone could expect even in a Sears Sale. Do your shopping here and now!

16 X 6725—White.

Closed seat; wide knees.

16 X 6723—White.

Open seat; tight knees.

Even sizes, 34, 36, 38, 40, 42, 44 inches bust. State bust size. Shpg. wt., each garment, 6 oz.



## RAYON STRIPED COTTON



Each  
**25<sup>c</sup>**

### Fine Sturdy Bloomers

Flat knit, rayon striped cotton bloomers; double crotch; good quality elastic in waist and legs. Good medium weight.

16 X 6607—Tea Rose.

Sizes: Small (34-36); Medium (38-40); Large (42-44) inches hip measure. State size. Shpg. wt., 6 oz.

### Extra Large Size 29<sup>c</sup>

16 X 6621—Tea Rose.

Extra large (46-50 inches) hip measure. Shpg. wt., 8 oz.



3 for  
**47<sup>c</sup>**

### Well-made Vests

Here's a bargain you mustn't miss. Soft, stretchy cotton vests, glistening with rayon stripes—reduced in price of course. Well made in built-up shoulder style. Tubular banding make them fit nicely. They're very special bargains. They meet Sears standard of quality in every way. Get a good supply now while they're on sale.

16 X 6913—White.

Sizes, 34, 36, 38, 40, 42, 44 inches bust. State size. Shpg. wt., 3 vests, 8 oz.



# Girls' Flatter-ees

**19<sup>c</sup>**  
EACH  
GARMENT

## Rayon Striped Cotton

Girls, too, want Flatter-ees. And all the reason in the world—especially at this sale price—why they should have them. Light, soft, warm, they fit close to the figure. These are rayon striped cotton in a springy tuck-rib stitch. Dainty flesh pink color. Flat shoulder straps; flat elastic waistband. Double crotch. They wash in a flash and wear wonderfully.

16 X 9074—Vest  
16 X 9075—Panties

Sizes: Small (6 and 8); Medium (10 and 12); Large (14 and 16) years. State size. Shpg. wt., ea., 4 oz.

**THESE LOW  
PRICES FOR MAIL  
ORDERS ONLY**

**43<sup>c</sup>**  
EACH  
GARMENT

## WINTER WEIGHT WAIST SUITS WITH TEAR-PROOF BUTTON HOLES



## They're Certainly Bargains

We haven't forgotten the youngsters who wear waist suits. Here's a low sale price on medium heavy fleeced cotton suits! Nice and stretchy. Warm for winter. And with these wear features: cloth garter tabs; reinforcing straps; knit-in button holes; good quality buttons; specially shaped drop seat. Well-fitting tubular neck. Color: White.

16 X 9000—High neck, long sleeves, ankle length.  
16 X 9001—Dutch neck, short sleeves, short leg.

Sizes to fit ages, 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age. Shipping weight, each garment, 6 ounces.



Ages 4, 6 and 8

**37<sup>c</sup>**  
EACH

Ages 10, 12, 14, 16

**47<sup>c</sup>**  
EACH

## Special Sale Prices for Boys' Winter Cottons

We searched hard and long for this winter underwear bargain for boys. Right in every way. Medium heavy weight union suits, knit in a firm stretchy stitch. Dependable quality cotton, lightly fleeced on the inside. Full sizes, nicely finished. Cream color.

16 X 9032—Long sleeves; ankle length.

16 X 9034—Short sleeves; short legs.

Even sizes to fit ages, 4 to 16 years. State age. Shpg. wt., each garment, 12 oz.

## SALE! SALE!

SHORTS SHIRTS

**17<sup>c</sup>** **13<sup>c</sup>**  
EACH EACH

## A Low Price for Boys' Favorites

### Swiss-Ribbed Shirts

Soft cotton; stretchy; full sizes. Well made.

16 X 7512—White. Even sizes, 24 to 34 inches chest. State size.

### Broadcloth Shorts

Fast color cotton broad cloth with elastic at sides.

16 X 7515—Assorted patterns similar to picture. Even sizes, 24 to 34 in. waist. State size.

Shpg. wt., each, 4 oz.



## Genuine Ruben's BABIES' COTTON VESTS

**21<sup>c</sup>**  
EACH

The name Ruben's and the price prove it's a bargain. Soft, fine, rayon striped cotton in pin-back style. Cellophane wrapped.

16 X 9042—Cream color.

Lengths, 10, 12, 14 and 16 inches: State length. Shpg. wt., 4 oz.



Sale  
Closes  
Feb. 28, 1935

SEARS, ROEBUCK AND CO. C 145



**Our Sale Price**  
**88<sup>c</sup>** Reduced from ~~98<sup>c</sup>~~

**Our Sale Price**  
**58<sup>c</sup>** Reduced from ~~65<sup>c</sup>~~

**Our Sale Price**  
**95<sup>c</sup>** Special Buy  
**THESE LOW PRICES FOR MAIL ORDERS ONLY**



**Flat Knit  
 Fleeced Cotton**

**America's  
 Cotton Favorite**

**Bargain in  
 Part Wool**

### **Heavy Weight Pilgrim Quality**

Men who work outdoors will welcome the big Sale reduction on these big, heavy, thick-fleeced suits. One of the best values we know of in "flat-knits". More warmth than in any other cotton suit of their weight. Best made at the price. You'll like the soft, fine-gauge, heat-retaining texture and extra-thick cotton fleecing. They keep cold out; hold heat in. Sized right. Won't pull; won't bind. Soundly made and finished. Ribbed cuffs and anklets.

**16 X 6002—Silver gray.**

Even sizes, 36 to 46 inches chest. State size. Shpg. wt., 1 lb. 8 oz.

### **Winter weight Ribbed Cotton**

Now's the time to buy union suits. They're d-o-w-n and we've got facts and figures to prove it! That's the best of buying in a Sears Sale. You're sure of your savings—and of quality. This suit, though very low in price, is dependable quality. You'll get proof in the wear, the satisfaction it will give you. Finely-rib knit of good quality cotton. Tailored right; finished with care. Inset shoulders won't sag. Shaped neck.

**16 X 5995—Cream color.**

Even sizes, 36 to 46 inches chest. State size. Shipping weight 1 lb. 2 oz.

### **Heavy Weight 10% Wool**

We went out into the market, found this 10% wool suit at a bargain, snapped it up—and here it is! Imagine—a 10% wool suit for just a few cents more than you'd pay for cotton of the same heavy weight. Another example of Sears sale supremacy. Finely ribbed, stretchy, well made, so it fits nicely. Smooth seams and edges. Shoulder inserts.

**16 X 9140—Popular tan random color.** Even sizes, 36 to 46 inches chest. State size. Shipping weight, 1 lb. 4 oz.



REDUCED TO

63<sup>c</sup>

EACH

"Positive Wear"  
Guaranteed  
NOT-TO-SHRINK  
NOT-TO-RIP

### NAINSOOK or MADRAS

Our famous "Positive Wear" on Sale! A new suit free if it shrinks or rips. No wonder we can guarantee it! Made of longer wearing Government standard fabrics, reinforced and triple stitched. Elastic snubbers over knit band in back. Double section seat. Tremendously popular. They wear much longer and feel much more comfortable. White.

16 X 5100—Pajama Check Nainsook

16 X 5101—Fancy Striped Madras

Even sizes, 34 to 50 inches chest. State size. Shipping weight, each, 8 oz.



SALE  
SPECIAL

57<sup>c</sup>

EACH

### Year 'Round Favorite Specially Priced

Reduced—this banner bargain from our Big Catalog. Far superior to others of its price. Finer, smoother cotton—our own special grade. Better knitting makes the ribbed texture more elastic and springy. Carefully finished. Lightweight for year 'round wear. Collarete neck; inset shoulders, short sleeves, ankle length. You'll do well to buy a supply of these good quality suits.

Cream Color

16 X 5243—Even sizes, 34 to 46 in. chest. State size. Shpg. wt., 10 oz.

FOR MAIL ORDERS ONLY

19<sup>c</sup>  
EA.

COMBED  
SHIRTS

25<sup>c</sup>  
EA.

FINE COUNT  
SHORTS

WE POINT  
TO THESE

*Great  
Values*

WITH PRIDE

#### Swiss Ribbed Shirts

We've reduced the price on this finer quality that most men like. It pays to buy better quality—and to buy it at Sears Sale prices. Softer combed cotton.

Athletic style. Full-cut.

16 X 5156—White.

Even sizes, 32 to 44 in. chest. State size. Shipping weight, 4 oz. Each shirt..... 19c

#### Extra Fine Shorts

Sale Price for fast color extra fine count cotton broadcloth shorts. Panel seat, full sizes. Elastic at sides.

16 X 4177

Patterns similar to illustration. Even sizes, 30 to 44 in. waist. State size. Shipping weight, 6 oz. Each short..... 25c



SHIRTS

16<sup>c</sup>  
EA.

LOW PRICES  
FULL SIZES

Good Quality Shirts

Even in a sale, you don't often see such a bargain as this. Swiss ribbed cotton shirts, full sizes and nicely made.

16 X 5170—White. Even sizes, 32 to 44 in. chest. State size. Shipping weight, 4 oz. Each shirt..... 16c

#### Fast Color Shorts

A low price for any shorts. But these are good quality cotton broadcloth, made to high standards. Colors and patterns that men prefer. Elastic inserts at sides; full size panel seat.

16 X 5157—Patterns similar to illustration. Even sizes, 30 to 42 inches waist measure. State size wanted. Shipping weight, 6 oz. Each short..... 19c

SALE CLOSES  
FEB. 28, 1935

SEARS, ROEBUCK AND CO.

c

147



# Now! BIG REDUCTIONS!

## 3 Pairs for 59c

# Guaranteed Hose

### FORMER PRICE

**3 Pairs 67c**

Combed cotton  
Double soles

Good news to thousands of men—Guaranteed Socks are on Sale. These dress socks have to wear—or new ones free! They're better quality finely knit combed cotton; heels and toes reinforced with extra thread. Seamless feet. Ribbed tops. High-spliced heels.

86 X 1401—Black  
86 X 1403—Dark brown  
86 X 1407—Light gray  
86 X 1409—French tan  
86 X 1405—Navy blue

Sizes: 9½, 10, 10½, 11, 11½, 12.  
State size. Shpg. wt., 3 prs., 10 oz.

**3 Pairs 59c**

### OUR GUARANTEE

We guarantee three pairs to wear three months or we'll replace them. It is understood the stockings will be worn by the same person.

### FORMER PRICE

**3 Pairs 73c**

Combed Cotton  
Double Soles, Tops

Save money—buy your Guaranteed Stockings now, while the price is 'way down. And tell your neighbors about our special Sale price on these good-looking, fine-wearing stockings. Extra strong, better quality combed cotton yarns are used, and an extra thread knit into heels and toes for longer service. Fine, smooth, even texture, and a choice of the most popular colors. Comfortable seamless feet.

86 X 1432—Black  
86 X 1433—Gunmetal  
86 X 1438—French tan  
86 X 1436—French nude

Sizes: 8½, 9, 9½, 10, 10½.  
State size. Shpg. wt., 3 prs., 11 oz.

**3 Pairs 59c**

**FOR MAIL  
ORDERS  
ONLY**

## Our Famous "Everydays" ON SALE

### BOYS KNEE LENGTHS

**8c**

A PAIR

**6 PAIRS 44c**

**3 PAIRS**

**28c**

### FOR MEN

On Sale at Sears—that means lowest price anywhere for good quality cotton socks, with ribbed tops and reinforced heel and toe. Seamless feet.

86 X 4502—Dark brown  
86 X 4503—Black  
86 X 4504—Gray

Sizes: 9½, 10, 10½, 11, 11½. State size.

Shipping weight, pr., 3 oz.; 6 prs., 9 oz.

### FOR WOMEN

Famous for everyday satisfaction—great bargains in our Sale. Standard quality cotton with double tops and reinforced heels and toes. Seamless feet. Depend on Sears for lowest prices for the quality. Save here.

86 X 2285—Black  
86 X 2287—Gunmetal  
86 X 2286—Fr. tan

Sizes: 8½, 9, 9½ and 10. State size. Shpg. wt., 3 prs., 8 oz.

**SPECIAL SALE PRICE 14c A PAIR**

Good quality cotton; neat color combinations. Reinforced heels and toes. Seamless feet.

86 X 4523—Assorted color in patterns similar to picture. Sizes: 7, 7½, 8, 8½, 9, 9½, 10, 10½. State size. Shpg. wt., pair, 3 oz.; 2 pairs, 6 oz.

Pair, 14c 2 Pairs, 27c



**8c**  
A PAIR

**10c**  
A PAIR

## GENUINE ROCKFORDS WITH KNIT-ON TOPS

**Standard Quality  
At Sale Prices  
MEDIUM WEIGHT**

On Sale—the only Genuine Rockford socks knit in a single operation from toe to top. They're soft, and thick. Knit of 2-ply cotton; reinforced white heels and toes. White ribbed tops.

86 X 4537—Blue mixed.  
86 X 4538—Brown mixed.  
One full size only.

Shipping weight, pair, 4 oz.;  
3 pairs, 8 oz.  
8c Pair.....3 pairs.....23c

**Known as  
"Uncle Sam"  
MEDIUM HEAVY**

Low price on "Uncle Sam" Rockfords! Good news, we know. Soft, thick, heavy cotton, knit without a seam. Reinforced self colored heels and toes. Self colored ribbed tops.

86 X 4539—Brown mixed. Sizes: 9½, 10, 10½, 11, 11½, 12. State size.

Shipping weight, pair, 3 oz.;  
3 pairs, 8 oz.  
10c Pair.....3 pairs...29c

## A Sale Sensation!

ONLY  
**9c**  
A PAIR

We're creating a sales sensation with this price on good looking rayon plated socks. Full knit! Full size! Cotton inner surface; reinforced heels and toes. Seamless feet. Ribbed cotton tops.

86 X 4768—Assorted colors in patterns similar to picture. Sizes: 10, 10½, 11, 11½ and 12. State size.

Shpg. wt., pair, 2 oz.; 3 pairs, 4 oz.

9c a pair,  
3 pairs.....26c

**9c**  
Pair

Sale specials! Soft fine-ribbed cotton; self-color design in cuffs. Reinforced heels, toes.

86 X 4535—Blue, Red, French tan, White, Canary yellow. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, and 10. State size and color. Shpg. wt., pair, 2 oz.; 3 pairs, 4 oz.  
9c pair.....3 pairs....26c

## Girls! Women! Children! ANKLETS ON SALE

• RIBBED TO TOE • MERCERIZED  
• Sturdy Cotton • Double Soles

**Sears are proud  
to give customers  
savings as great  
as these . . . and  
we believe these  
prices will not be  
duplicated for  
equal quality.**

**14c**  
A PAIR

### Medium Weight

Only a Sears Sale could bring you quality like this at this price. They're good weight cotton, our own reliable quality. Made with looks and service built right into them. Ribbed to the toe, with flat knit seamless feet. Extra wear in the reinforced heels, toes.

86 X 4985—French Tan  
86 X 4987—Gunmetal  
86 X 4988—French Nude  
86 X 4989—Champagne

Sizes: 8½, 9, 9½, 10. State size. Shpg. wt., pair, 3 oz.; 3 pairs 8 oz.

14c pair.....3 pairs...39c

**17c**  
A PAIR

### Lustrous-Sheer

Without a doubt one of the best mercerized cotton stockings we've ever seen at this price. We got it at a bargain and that's the way we're selling it. Sheer lustrous, smooth. Seamed back for style. Full size. Reinforced heels and toes. Good quality throughout, even though low priced.

86 X 2420—Colors: French Nude, French tan, and Gunmetal.

Sizes: 8½, 9, 9½, 10, and 10½. State size and color. Shpg. wt., 3 oz.; 3 pairs, 7 oz.

17c pair..3 pairs...48c

**12c**  
Pair

Silky-looking anklets; with contrasting striped cuffs. Rayon-over-cotton. Reinforced heels, toes.

86 X 4541—Red, White, Dark green, Blue, French tan. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size and color. Shpg. wt., pair, 2 oz.; 3 pairs, 3 oz.  
12c pair.....3 pairs...34c

SEARS C 149



REDUCED  
FROM ~~66¢~~

**42<sup>c</sup>**

PAIR

**RINGFREE**  
GUARANTEED  
CLEARER..MORE BEAUTIFUL

And Only

**54<sup>c</sup>**

PAIR

# ROYAL PURPLE

## Full - Fashioned Silk

**"ROYAL PURPLE"**  
is your guarantee  
of Quality...

"Royal Purple" favorites, priced below anything you could hope for. The same fine stockings you've liked so well in our Big Catalog. We've marked them 'way down in our Sale. Fresh, new stock. Fashion-right shades, both dark and light. The silk, fine-gauge, high-twist, permanently dull. Picoted tops; run-stop; French heels; sandal soles. Full-fashioned. Marvels of wear and beauty at this price.

Colors: Zest (light biege); Complexion (suntan); Townwear (medium taupe); Harmony (brown); Flattery (dark taupe); Lt. Gunmetal (medium warm gray); Smoke-tone (warm gunmetal); Gun Gray (dark gunmetal). Sizes 8½, 9, 9½, 10, and 10½. State size and color. Shpg. wt., pair, 3 oz.

### CHIFFON

**86 X 746**—Misty sheer. All silk except silk-over-cotton soles, toes and heels.

### SERVICE WEIGHT

**86 X 546**—Heavier silk; heavier reinforcements. Mercerized cotton soles, heels, toes, tops.

**Bargain Price for  
stockings of such  
unusual beauty**

No rings or shadows in these fine stockings. They're Ringfree! Even the dark colors, so fashionable and so likely to show rings, are beautifully clear. They look far sheerer than other chiffons or service weight and give unexpected wear. You might expect such beauty at around 80c—certainly not at this price.

They're fine-gauge, full-fashioned, permanently dull. The tops picoted, with garter run-stop. French heels and sandal soles. For fashion at a very low price—choose these.

Colors: Townwear, Harmony, Flattery, Light Gunmetal, Smoke-tone, Off-Black. Color descriptions at left. Sizes, 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces.

### CHIFFON

**86 X 650**—Cob web sheer. All silk except silk-over-cotton soles, heels and toes.

### SERVICE WEIGHT

**86 X 540**—Heavier silk, but clear. Mercerized cotton soles, heels, toes and tops.

Sale  
Closes  
Feb. 28,  
1935

150 c



THESE LOW PRICES  
FOR MAIL ORDERS  
ONLY

"Carefree"  
Full-Fashioned Silk

# SALE Hosiery

Were ~~88c~~

NOW

**69c**  
A PAIR

**RESISTS**

- SNAGS
- RUNS
- RAINSPOTS

A great big reduction on your favorites—Carefrees! Now made Ringless—lovelier than ever. There's long wear in their extra fine gauge, dull silk. Picot tops, French heels, sandal soles.

Colors: Zest (light beige); Complexion (sun tan); Harmony (brown); Townwear (medium taupe); Flattery (dark taupe); Light Gunmetal (medium warm gray); Smoketone (warm gunmetal); Gun Gray (dark gunmetal); Black; Sizes, 8½, 9, 9½, 10, 10½. State size and color.

**CHIFFON**  
86 X 645

Shadow welt; garter run-stop. Solid silk heels. Silk-over-mercerized soles and toes. Shpg. wt., 3 oz.

**SERVICE**  
86 X 535

Heavier silk for extra long wear. Mercerized cotton soles, toes, heels and tops. Shpg. wt., 4 oz.

Were ~~77c~~  
Now  
**64c**  
A PAIR

Our  
Famous

"700"

**CHIFFON STOCKINGS**

meet the ever  
increasing demand  
for Greater Wear  
in Sheer Hosiery

Sheer clear silk, just the tiniest bit heavier than most chiffons, but lots longer wearing! The French heels and feet wear longer, too; they're specially reinforced inside with fine mercerized cotton. Very fine gauge, permanently dull silk with picot tops, run-stops, sandal soles. Double silk garter top. Full fashioned, of course.

86 X 700—Zest, Complexion, Townwear, Harmony, Flattery, Light Gunmetal, Smoketone, Gun Gray, Black or White. Sizes, 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces.

**OUTSIZES**

**79c | 43c**

PR.

PR.

Full-Fashioned  
"Carefree"

Were  
~~57c~~

**PURE SILK**

Reduced from 98c. Lovely, long-wearing Carefrees for stout women. Service weight. Silk-over-cotton French heels; mercerized cotton soles, toes, heels, tops.

86 X 536—Townwear, Flattery, Light Gunmetal, Smoketone, Black, Harmony or Gun Gray. Sizes, 9, 9½, 10, 10½, 11. State size and color. Shpg. wt. pr. 4 oz.

We've cut the price on these extra fine gauge service-chiffons, made for stout women. French heels. Silk soles. Mercerized cotton tops, toes, heels. Seamless feet.

86 X 577—Townwear, Flattery, Light Gunmetal, Smoketone, Gun Gray, Harmony, Black. Sizes, 9, 9½, 10, 10½, 11. State size and color. Shpg. wt. 3 oz.





WERE ~~42c~~  
 NOW **35c** A PAIR  
 3 PAIRS \$1.00

**Silk  
 Stockings  
 That Fit  
 Because  
 They're  
 Spiral  
 Knit**

**FINE GAUGE PURE SILK**

Big price-cut for friends of "Spiral-Knits," the silk stockings that cling at ankle, stretch at top almost like full-fashioned. Fine gauge, dull silk. For looks, picot tops, lace-bar run-stop, French heels, and double silk seamless sandal soles. For wear—mercerized cotton heels and toes.

Colors: Zest (light beige); Complexion (suntan); Harmony (brown); Townwear (medium taupe); Flattery (dark taupe); Light Gunmetal (medium warm gray); Smoketone (warm gunmetal); Gun Gray (dark gunmetal); White.

Sizes, 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

86 X 665—Silk-to-top Chiffons.

86 X 445—Service weight; mercerized tops.

**BARGAIN!  
 RAYON**

SALE  
 PRICE

**14c**  
 A PAIR



**3 PAIRS 39c**

Dressiest, best-wearing service weight rayon stockings you can buy at this price. Most for the money! The upper heels and seamless sandal soles are rayon-over-cotton. Cotton heels, toes.

86 X 2406—Colors: Zest, Complexion, Harmony, Townwear, Flattery, Light Gunmetal, Smoketone, Gun Gray or Black. (See color description in 86 X 665 at left). Sizes, 8½, 9, 9½, and 10. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.



**BETTER  
 RAYON**

SALE  
 PRICE

**18c**  
 A PAIR

**2 PAIRS 35c**

- Finer Gauge Rayons, Free from Rings.
- Service Weight; picot tops.

The better rayon stockings that save you money because they wear longer. Now on Sale! Fine-gauge and dull, with French heels. Stretchy top is more comfortable. Serviceable rayon-over-cotton seamless sandal soles, with mercerized cotton heels and toes.

86 X 2401—Colors: Zest, Complexion, Harmony, Townwear, Flattery, Light Gunmetal, Smoketone or Gun Gray. (See color descriptions in 86 X 665 above.) Sizes, 8½, 9, 9½, 10. State size and color. Shpg. wt., pair, 3 oz.; 2 pairs, 5 oz.

**Our Lowest Price  
 SILK STOCKING**

**23c**

A PAIR

ALL PRICES  
 FOR MAIL  
 ORDERS  
 ONLY



Don't wonder how we can offer pure silk stockings at such a low price—just be glad we do. Only Sears can give bargains like this. Chiffons or midweights, both of fresh, elastic, pure silk. Their tops are specially knit and stretch easily for perfect fit. Picot tops with run-stop. Graceful French heels and sandal soles.

Colors: Zest, Complexion, Harmony, Townwear, Flattery, Light Gunmetal, Smoketone, Gun-Gray, (See color descriptions in 86 X 665 above at left). Sizes, 8½, 9, 9½, 10. State size and color. Shpg. wt., 3 oz.

**Chiffons**

86 X 530

Sheer silk to top. Silk French heels. Silk-over-cotton seamless soles. Mercerized cotton toes, heels.

**Midweight**

86 X 521

Heavier silk, Silk over-mercerized cotton seamless soles and French heels. Mercerized heels, toes, tops.





### Perfect Fitting All Rubber Pac

- Super-Quality Flint-Rock.
- Waterproof Clear to Top.
- Strain Points Reinforced.
- Roomy, Broad Toe; Trim Snug Fitting Ankles.
- Serviceable Tough Soles; Strong Rubber Heels.
- Height, About Fifteen Inches.

Wide enough for two pairs of socks. Fits like a leather glove. A real "buy."

MEN'S SIZES 6 to 12. No half sizes. Wide widths. State size. Order regular shoe size. Shpg. wt. 6 lbs. 2 oz.

76 X 9335—Pair... **\$2.79**

**Sears SALE PRICE**

**\$2.79**

At times the demand for our rubber footwear is greater than we can supply immediately.

In such cases we will send you our brand or a nationally advertised brand of similar or higher quality.

**For Mail  
Orders Only**



### FLINT-ROCK Super Quality —Sears Finest Grade

**\$1.49**

- Dull Black Rubber.
- Strong Rubber Sole.
- Waterproof to Top.

Priced down. An all rubber arctic built for extra service. Absolutely waterproof; mud washes right off. Every worker needs this sturdy arctic. A money-saving value.

MEN'S SIZES 5 to 13. No half sizes. State size. Order one size larger than heavy shoes. Shpg. wt., 3 lbs. 2 oz.

76 X 9206 **\$1.49**  
Rubber Arctic.



### BARGAIN CANVAS SHOE

**Sears  
SALE PRICE**

**57c**

**ALL  
SIZES**

### GREAT FAVORITE for "Gym" and Playground

- ★ Extra Serviceable, White Double Fabric Uppers.
- ★ Tough, Heavy, Deeply Corrugated Rubber Soles.
- ★ Heavy, Strong Bumper-Style Toe Guard and Cap.
- ★ Heavy Insoles—Fabric Next to Your Foot.

A good, serviceable shoe, for sports or play, for practically every member of the family. Far better quality than canvas shoes usually sold around this price. For greatest savings, buy during this sale!

MEN'S AND BIG BOYS' SIZES 6½ to 10. Shipping weight, 1 pound 14 ounces.

76 X 9538—Pair... **57c**

BOYS' AND GIRLS' SIZES 1 to 6. Shipping weight, 1 pound 9 ounces.

76 X 9539—Pair... **57c**

SMALL BOYS' AND GIRLS' SIZES 10½ to 13½. Shipping weight, 1 pound 4 ounces.

76 X 9540—Pair... **57c**



### GIBRALTAR

- Sears Premier Standard Quality.
- Tire Construction of Fabric and Rubber.
- Heavy Bumper-Edge Soles.
- Strain Points Ruggedly Reinforced.

Gauged to Sears Full Standard Specifications. Genuine Chassis-Bilt construction. Built for service without high cost.

**Sears  
SALE PRICE**

**\$1.69**

**Short Boots  
or Arctics**

### Short Boots

MEN'S SIZES 6 to 13. Shpg. wt., 5 lbs. 11 oz.

76 X 9405—Pair... **\$1.69**

BOYS' SIZES 1 to 6. Shpg. wt., 5 lbs.

76 X 9406—Pair... **\$1.69**

SMALL BOYS' SIZES 11 to 13. Shpg. wt., 3 lbs. 10 oz.

76 X 9407—Pair... **\$1.63**

### Hip Boots

MEN'S SIZES 5 to 13. Shpg. wt., 8 lbs. 1 oz.

76 X 9458—Pair... **\$3.39**

### Overknee Boots

MEN'S SIZES 6 to 12. Shpg. wt., 7 lbs. 1 oz.

76 X 9456—Pair... **\$2.98**

BOYS' SIZES 1 to 6. Shpg. wt., 5 lbs. 11 oz.

76 X 9457—Pair... **\$2.39**

### Heavy Twill Cloth Arctics

Order same size as shoe; one size larger than heavy work shoes.

MEN'S SIZES 6 to 13. Shpg. wt., 4 lbs. 5 oz.

76 X 9256—Pair **\$1.69**

### All Rubber Arctics

Order same size as shoe; one size larger than heavy work shoes.

MEN'S SIZES 6 to 13. Shpg. wt., 5 lbs. 4 oz.

76 X 9258—Pair **\$1.69**

BOYS' SIZES 1 to 6. Shpg. wt., 4 lbs. 5 oz.

76 X 9259—Pair **\$1.69**

Order all boots shown here same size as leather shoes. No half sizes. Wide widths. State size.

### Men-Boys-Women

#### Gibraltar Premier Quality

- Black Cotton Twill.
- Fleece Lining.
- Rubber Sole.

Order same size as shoe, but one size larger for extra heavy shoes.

MEN'S SIZES 6 to 13. Shpg. wt., 3 lbs.

76 X 9214... **\$1.39**

BOYS' SIZES 1 to 6. Shpg. wt. 2 lbs. 2 oz.

76 X 9215... **\$1.29**

SMALL BOYS' SIZES 11 to 13. Shpg. wt., 1 lb. 11 oz.

76 X 9216... **\$1.19**

WOMEN'S SIZES 2½ to 8. Shpg. wt., 1 lb. 7 oz.

76 X 9217... **\$1.19**

**\$1.19**  
**Small  
Boys'  
Sizes**



**No Half Sizes  
State Size**

**SEARS C 153**



**Sears**  
**SALE PRICE**

**\$2.19**

**Men's Short Boots**

**FLINT-ROCK**

- Sears Super Quality Red Rubber.
- Built Up Layer Upon Layer.
- Durable, Rugged Bar Cleat Soles.
- Strong, Wear Resisting Lining.
- Reinforced at Strain Points.
- Super Quality at the usual lower-grade price.

**Were \$2.39**



### You Can't Buy Better—You'll Never Pay Less!

Every pair the finest quality your money can buy. Every pair Drastically Reduced in Price but only for the duration of this Gigantic Mid-winter Sale! When the sale closes you will have to pay more again, so don't let this Bargain opportunity slip by! Remember, too, FLINT ROCK boots have no superiors. "They just don't make 'em any better."

Order all rubber boots same size as your leather shoe. State size.

#### SHORT BOOTS

MEN'S SIZES 5 to 13. No half sizes. Shpg. wt., 6 lbs. 2 oz.

**76 X 9402—Pair....\$2.19**

BOYS' SIZES 3 to 6. No half sizes. Shpg. wt., 5 lbs. 1 oz.

**76 X 9403—Pair....\$1.98**

#### HIP BOOTS

MEN'S SIZES 5 to 13. No half sizes. Shpg. wt., 7 lbs. 12 oz.

**76 X 9452—Pair.....\$3.69**

#### OVERKNEE BOOTS

MEN'S SIZES 6 to 12. No half sizes. Shpg. wt., 7 lbs. 5 oz.

**76 X 9470—Pair.....\$3.39**

### Sturdy GIBRALTARS

for  
Every Member  
of the  
Family

**Black Rubber**

Wide widths. State size. Order same size as shoe. Shpg. wt.: Men's, 2 lbs.; Boys', 1 lb. 8 oz.; Small Boys', 1 lb. 4 oz.

MEN'S SIZES 6 to 11. **74c**

MEN'S SIZES 6 to 11; also 12. **74c**

**76 X 9160—Medium Wide Toe... 74c**

BOYS' SIZES, 1 to 6. **69c**

**76 X 9159—Pair.....69c**

SMALL BOYS' SIZES 11 to 13½. **65c**

**76 X 9157—Pair.....65c**

**SEARS  
SALE  
PRICE**

**55c**

**Children's Sizes**

Fit low heels and medium wide toes. Order same size as shoe. For stitchdown shoes order one-half size larger.

WOMEN'S SIZES 2½ to 8; also 9 and 10. Shpg. wt., 1 lb. 2 oz. **65c**

**76 X 9107—Pair.....65c**

GIRLS' SIZES 11 to 2. Shpg. wt., 1 lb. 1 oz. **59c**

**76 X 9109—Pair.....59c**

CHILDREN'S SIZES 4 to 10½. Shipping weight, 12 ounces. **55c**

**76 X 9110—Pair.....55c**

### GIBRALTAR RAILROADER Heavy Duty Rubber

- Extra Heavy Dull Finish Black Rubber.
- Sturdily Reinforced Tips and Quarters.
- Wide, Scuff-proof Foxing.
- Heavy, Long Wearing Soles and Heels.

Elastic top holds tight to shoe; won't pull off in the mud.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Order same size as ordinary shoes or one size larger than heavy work shoes. Shpg. wt., 2 lbs. 9 oz.

**76 X 9161  
Heavy Work  
Sandals.....84c**

**Sears  
SALE PRICE**

**84c**



**All  
Prices  
for  
Mail  
Orders  
Only**

### Dad—Junior—STOCK UP!

### GIBRALTAR QUALITY RAIL- ROADER Storm Work Rubber

- Premier Quality Dull Black Rubber.
- Wide, Heavy Scuff-proof Foxing.
- Rugged Oversize Sole and Heel.
- Strongly Reinforced Tips and Quarters.

Built for hard service. Wide widths. State size. Order same size as ordinary shoes or one size larger than heavy work shoes.

MEN'S SIZES 6 to 11; also 12 and 13. Shpg. wt., 2 lbs. 8 oz.

**76 X 9134.84c**

BOYS' SIZES 1 to 6. Shpg. wt., 2 pounds.

**76 X 9135.75c**

**Sears  
SALE PRICE**

**75c**

**Boys' Sizes**



**Sale Closes  
Feb. 28, 1935**

### NEWER—Lower Priced

### Workers' Favorite "2-Buckle" Won't Pull Off in the Mud

- Gibraltar Premier Standard Quality RAILROADER.
- Two Sturdy Buckle Fasteners.
- Strongly Reinforced.
- Black Dull Rubber.
- Rolled-Edge Sole.

Tough. Built to take punishment. Priced right down to the ground.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Order same size as ordinary shoes or one size larger than heavy work shoes. Shpg. wt., 2 lbs. 13 oz.

**76 X 9118\$1.19  
Pair.....\$1.19**

**Sears  
SALE PRICE**

**\$1.19**







Were 85c

Sears  
SALE PRICE

79c

FOR  
MAIL  
ORDERS  
ONLY



GIBRALTAR  
QUALITY

• Light Weight Rubber, Snap-On; light warm lining. Easy on and off. Cuff can be worn turned up or down. WOMEN'S SIZES 2½ to 8. Wide widths. State size. Order half size larger than shoe. Shpg. wt. 1 lb. 5 oz. For Heels up to 1¾ in. (Fig. 3) For Heels 1⅞ in. and up. (Fig. 2)  
76 X 9222—Black Pair 76 X 9223—Black Pair  
76 X 9224—Brown .79c 76 X 9225—Brown .79c  
WOMEN'S AND BIG GIRLS' SIZES 2½ to 8; also 9. For low heels and medium wide toes. (Fig. 4.) Shipping weight, 1 pound 5 ounces.  
76 X 9201—Brown. Pair.....79c

Were 95c

Sears  
SALE PRICE

85c

Smart Gaiters  
Are Laced!

And Smart  
Women  
Pay Less  
for Them  
at  
Sears



Gibraltar  
Quality

• Durable alligator finish rubber with a light warm lining to keep out the cold.  
• Trim rayon cord ties. Completely Stormproof. Real storm gaiters that lace for snug fitting. The outstanding "gaiter" style without high cost! They protect your feet . . . keep out the wet! Designed to fit smoothly over your shoes.  
WOMEN'S SIZES 4 to 8. Wide widths. State size. Order half size larger than shoe. Shpg. wt., 1 lb 6 oz. For Heels up to 1¾ in. (Fig. 3) For Heels 1⅞ in. and up (Fig. 2)  
76 X 9242—Black Pair 76 X 9243—Black Pair  
76 X 9244—Brown .85c 76 X 9245—Brown .85c



Sale Closes  
Feb. 28, 1935



SEARS SALE PRICE

69c

Wide Widths

WERE  
~~74c~~

—Resilio rubber sole; won't mark floors; springy rubber heel. —Stitchdown construction. No heel on tots' sizes.  
GIRLS' AND BOYS' SIZES 8½ to 2. State size. Shipping weight, 1 pound 5 ounces. Pair  
15 X 1031—Black Leather. 69c  
15 X 1043—Smoke Color, Brown Trim. 69c  
TOTS' SIZES 5 to 8. Shpg. wt., 10 oz. Pair  
15 X 631—Black Leather 69c  
15 X 643—Smoke Color, Brown Trim. 69c

BIG SALE SAVINGS

Sears Good Quality

—Mottled felt in brown, gray or blue with gay pompon to match.  
—Padded chrome leather sole.

SEARS  
SALE  
PRICE

29c

You'll need cozy slippers for cold days Good quality felt and a Sears sale price!

WOMEN'S SIZES 4 to 9. No half sizes. Wide widths. State size. Shpg. wt., 8 oz.

15 X 3823  
Mottled Brown  
15 X 3824  
Mottled Gray  
15 X 3825  
Mottled Blue  
Per Pair.....29c

Great Sale Bargain

—Non-cracking leather-like fabric.  
—Padded chrome leather soles.  
—1½-inch wood heels.

49c

WOMEN'S SIZES 3 to 9. No half sizes. Wide widths. State size. Shipping weight, 14 ounces.

15 X 3758—Red  
15 X 3759—Blue  
15 X 3760—Black  
Per Pair.....49c

Exceptional Value at

—Non-cracking leather-like fabric.  
—Padded cushion chrome leather soles.  
—Silk-like pompons.

35c

Comfort on sale at Sears Reduced Prices!

WOMEN'S SIZES 3 to 9. No half sizes. Wide widths only. State size. Shpg. wt., 9 oz.

15 X 3769—Red  
15 X 3770—Blue  
15 X 3771—Black  
Per Pair.....35c



SEARS C 2155

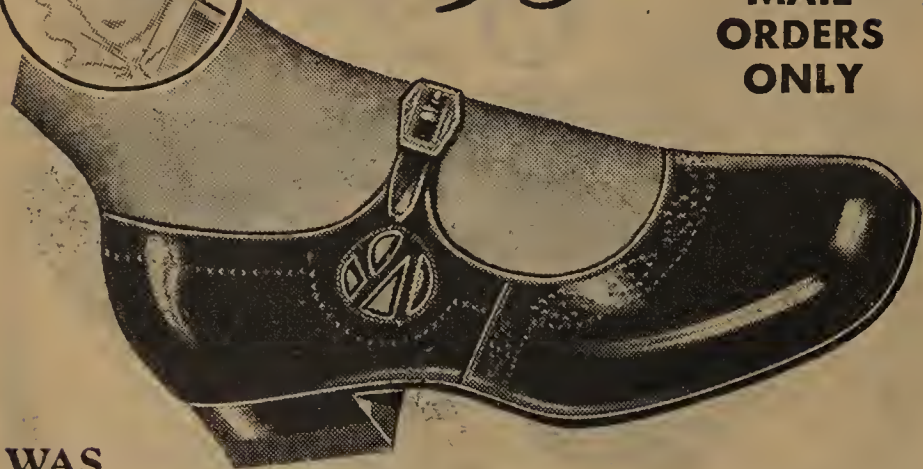




Sears SALE PRICE

95c

FOR  
MAIL  
ORDERS  
ONLY



WAS

~~\$1.00~~  
**1**

To *Sears*—for This Bargain

- Soft, glossy, black patent leather uppers
- Long wearing rubber soles won't mark floors.
- Serviceable, live, springy rubber heels.

This shiny party slipper brings you savings!  
GIRLS' AND SMALL GIRLS' SIZES 8½ to 2.  
Wide widths. State Size. Shpg. wt., 1 lb. 6 oz.  
15 X 1737—Pair..... 95c



Sears SALE PRICE

\$1.00



WORTH

~~\$1.25~~  
**1**

BRAND NEW for This Sale

- Fine quality leather sole; rubber heel.
- Flexible stitchdown construction.

Special Savings on this new play oxford!  
GIRLS' AND SMALL GIRLS' SIZES 8½ to 2.  
Wide widths. State size. Shpg. wt., 1 lb. 3 oz.  
15 X 1062—Black Leather  
15 X 1063—Black Patent Leather.... \$1.00

## AMERICA'S FOREMOST SHOE BARGAINS



69c

REDUCED!

- Gleaming patent leather uppers.
- Non-marking Resilio rubber soles.
- Low rubber heel.

Dainty buckle-strap style with punch work trim. No heel on tots' sizes.

GIRLS' AND SMALL GIRLS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt., 1 lb. 4 oz.  
15 X 1047.... 69c

TOTS' SIZES 5 to 8. Wide widths. State size. Shpg. wt., 10 oz.  
15 X 647... 69c

BUY NOW!

- Good quality black or patent leather.
- Resilio rubber soles.
- Flexible stitchdown construction.
- Springy rubber heels.

Mother, order these oxfords now! At Sears sale price they're a sell-out!

GIRLS' AND BOYS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt., 1 lb. 5 oz.

15 X 1852 89c

Black..... 89c

15 X 1853 89c

Patent..... 89c

SPECIAL PRICE

- Durable leather uppers.
- Non-marking Resilio rubber soles.
- Live rubber heels.

They need school shoes all year 'round. Here's a value in hard wear! And only at Sears, during this enormous Midwinter Sale, can they be purchased for so very small a price!

GIRLS' AND BOYS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt., 1 lb. 9 oz.

15 X 1892 79c

Brown Leather... 79c

15 X 1893 79c

Black Leather.... 79c

REAL VALUE!

- Two-tone (dark smoke color, light smoke trimmed) chrome tanned leather.
- Goodyear Wingfoot rubber soles.

A sporty blucher oxford with long wearing rubber sole! Buy now; you save more in Sears sale.

GIRLS' AND BOYS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt., 1 lb. 5 oz.

15 X 1517 89c

Pair..... 89c



79c



89c



89c

SIZES 5 TO 8

Worth More Money

- Good quality leather.
- Flexible stitchdown Resilio rubber soles.

Four shoe bargains to build healthy feet! They're broad-toed...no cramping. Flexible rubber soles. The oxford is in black or shiny patent leather. The high shoe is brown or black leather.

TOTS' SIZES 5 to 8. Wide widths. State size. Shpg. wt. Oxford, 12 oz.; Shoe, 1 lb.

15 X 821 79c

Black Oxford..... 79c

15 X 822 79c

Patent Oxford..... 79c

15 X 892 79c

Brown Shoe..... 79c

15 X 893 79c

Black Shoe..... 79c



SIZES 2 TO 6

Babies' Shoes on Sale

- Smooth soft patent leather.
- Sturdy leather soles.
- Stitchdown flexibility.

Smoke color tongue. BABIES' SIZES 2 to 6. Wide widths. State size. Shipping weight, 7 ounces.

15 X 511—Pair..... 75c

Top Values—  
Low Prices

- Flexible leather soles.]
- Foot form bluchers.

Specially Reduced for Greater Savings!

BABIES' SIZES 2 to 6. Wide widths. State size. Shipping weight, 7 ounces.

15 X 477—Tan. Pair

15 X 478—Black. Pair

15 X 492—Smoke. 75c

15 X 493—Patent. 75c

Sale Closes  
Feb. 28, 1935



SEARS SALE PRICE

\$1<sup>29</sup>  
A PAIR

\$1<sup>59</sup>  
A PAIR

**Don't Gasp!**  
*It's a Sale Price!*

*for this  
Event  
Only*

Today's  
Value  
~~\$1<sup>79</sup>~~

### Tremendous Value!

A new Eyelet Tie arrives just in time for spring! Fancy perforations make it smarter... smooth fine elk grained leather wears longer. Durable leather sole. 1 3/4-inch military heel. Buy your dress-up shoes... your everyday shoes at Sears Sale... that's the way to save money!

WOMEN'S SIZES 3 1/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound, 1 ounce.

15 X 2943—White Pair  
15 X 2944—Black..... \$1.29

**OPPORTUNITY**  
*Here Today!*  
*Gone Tomorrow!*  
**BUY!**

Worth  
~~\$2<sup>25</sup>~~

### Swagger Sandal

We bring you the most modern sandal of the year! T-strap... swagger style with Kiltie fringing, airy cut-outs and perforations. Don't be without it at this low price! Smooth elk grained leather. 1 3/4-inch military heel. Leather sole.

WOMEN'S SIZES 3 1/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound 1 ounce.

Pair  
15 X 2963—White  
15 X 2964—Black..... \$1.59

SEARS SALE PRICE

\$1<sup>98</sup>  
A PAIR

Was  
~~\$2<sup>69</sup>~~

### Sale Priced Now

Are you looking for a pretty shoe? There's one on sale at Sears right now... a smart-looking Colonial pump that will look well with your new spring clothes. Sleek black kid—a step-in model that does not gape and is easy to put on. 2-inch covered military heel. Flexible leather sole that wears well.

WOMEN'S SIZES 3 1/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound 2 ounces.

15 X 2930—Pair..... \$1.98

\$1<sup>98</sup>  
Was ~~\$2<sup>59</sup>~~

### Here's Fashion's Favorite Style

Listed in the fall catalog at a higher price... and one of our best sellers! Now... this graceful kid shoe costs you less... and offers just as much enjoyment as ever! Comfortable for walking... cut high enough to give you good ankle support. Cleverly designed to make your foot look smaller. Black or brown kid to match your street ensemble. Graceful 2-inch covered military heel. Leather sole.

WOMEN'S SIZES 3 1/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound 2 ounces.

15 X 2928—Brown Kid Leather.  
15 X 2921—Black Kid Leather..... Pair, \$1.98

SEARS SALE PRICE

\$1<sup>29</sup>  
A PAIR

Was  
~~\$1<sup>39</sup>~~

### New—Youthful

Everybody's wearing the new low heeled slippers! Youthful style with rounded toes and one-buckle strap. Smooth, shiny patent leather or white calf grain leather. Comfortable as can be... very debonair with your new spring clothes... and costing far less at Sears sale! 1 1/4-inch heel. Rubber top lift. Long wearing Resilio rubber soles.

YOUNG WOMEN'S SIZES 2 1/2 to 8. Wide widths. State size. Shipping weight, 1 pound 10 ounces.

15 X 2537—Patent  
15 X 2536—White. Pair \$1.29



FOR MAIL ORDERS ONLY



Resilio  
Rubber or  
Leather Soles

\$1<sup>29</sup>

### New Style—Sears Sale Price

Smooth black or white calf-grained leather or sleek black patent leather. Embossed leather tongue, fringed in the Kiltie manner. 1½-inch heel; rubber top lift.

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 pound 8 ounces.

- |   |        |
|---|--------|
| 15 X 2957—Black Leather. Rubber Sole.     | Pair   |
| 15 X 2958—Patent Leather. Rubber Sole.    | \$1.29 |
| 15 X 2969—White Leather. Rubber Sole....  |        |
| 15 X 3036—Black Leather. Leather Sole.    | Pair   |
| 15 X 3037—Patent Leather. Leather Sole.   | \$1.29 |
| 15 X 3035—White Leather. Leather Sole.... |        |

*Oh! So Pert!—  
So Practical!—  
So Amazingly  
LOW PRICED!*



\$1<sup>59</sup>

### Latest New York Model

A new ghillie is here—a lighter sprightlier shoe for spring days! Fifth Avenue designed it. The New Ghillie is daintier—dressier! You can wear it with smart suits or afternoon clothes. Gay brass rings serve as eyelets. Newest crushed leather combined with smooth leather trim. Pinked edges—perforations! 1¾-inch military heel and a flexible leather sole.

WOMEN'S SIZES 3½ to 8. Medium wide widths. State size. Shipping weight, 1 pound 1 ounce.

- |                      |             |
|----------------------|-------------|
| 15 X 2941—Brown      | Pair \$1.59 |
| 15 X 2942—Black..... |             |

*Think You've  
Seen Bargains!  
LOOK!*



\$1<sup>29</sup>

Resilio  
Rubber  
or  
Leather  
Soles

### Youthful Slipper on Sale

Make every penny count—buy your New Shoes at Sears! Get more quality—better shoes for your money! For example: a trim one-strap slipper like this. The patent leather is soft and smooth. The style is new—round toes and low 1½-inch heels—the youthful air of your first party slippers! Gray lizard-effect leather trim. Long wearing Resilio rubber or leather soles.

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 lb. 6 oz.

- |                                |             |
|--------------------------------|-------------|
| 15 X 2962—Resilio Rubber Sole. | Pair \$1.29 |
| 15 X 3042—Leather Sole.....    |             |

*Everybody's Talking About  
this Price!*



\$1<sup>39</sup>

### Swagger

Everybody loves this novel oxford. It costs you less this season because we bought so many pairs! Smooth black or brown leather with rough grained shawl tongue. Durable rubber sole. 1¼-inch walking heel; rubber lift. Where, but at Sears, can you equal this value?

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 pound 10 ounces.

- |                      |             |
|----------------------|-------------|
| 15 X 2959—Brown      | Pair \$1.39 |
| 15 X 2960—Black..... |             |



To Force a Still  
Greater Margin of  
Sears LEADERSHIP

\$1<sup>59</sup>  
A PAIR

FOR  
MAIL  
ORDERS  
ONLY

# Genuine FOOTLINES

Genuine Kidskin or Patent Leather  
Built-in Arch Support  
Combination Last  
1<sup>3</sup>/<sub>4</sub>-Inch Heel



↑  
Were ~~\$1.69~~

Were ~~\$1.69~~

Don't pay high prices for comfort! Footline shoes list all the comfort features you need! And the price is much lower, too, during this great Midwinter Sale!

Women's Sizes 3<sup>1</sup>/<sub>2</sub> to 8, also 9. Medium wide widths. State size. Shpg. wt., 1 lb. 8 oz.

15 X 2540—White Kid  
15 X 2543—Black Kid  
15 X 2544—Patent Leather  
Pair.....\$1.59

Were  
~~\$1.69~~

WOMEN'S SIZES 3<sup>1</sup>/<sub>2</sub> to 8; also 9. Medium wide widths. State size. Shpg. wt., 1 lb. 7 oz.

15 X 2245—Patent Leather  
15 X 2247—Black Kid.....Pair, \$1.59

Same Style in Extra Wide Widths Only

WOMEN'S SIZES 3<sup>1</sup>/<sub>2</sub> to 8; also 9 and 10.

State size. Shipping weight, 1 lb. 9 oz. \$1.59

15 X 2647—Pair.....\$1.59

← WOMEN'S SIZES 3<sup>1</sup>/<sub>2</sub> to 8; also 9. Medium wide widths. State size. Shpg. wt., 1 lb. 7 oz.

15 X 2541—Black Kid  
15 X 2542—Patent.....Pair, \$1.59

Same Style in Extra Wide Widths Only.

WOMEN'S SIZES 3<sup>1</sup>/<sub>2</sub> to 8; also 9 and 10.

State size. Shpg. wt., 1 lb. 8 oz.  
15 X 2641—Black Kid  
15 X 2771—White Kid...Pair, \$1.59

**Your SALE! Your PRICES! Your OPPORTUNITY!**

Pay Only *Sears* Low Prices  
for These Smart Shoes

Bought far enough in advance to take advantage of all possible savings! Look at this handsome oxford—smooth black or brown leather with contrasting rough leather tongue. Fringed effect. Sturdy rubber soles. 1<sup>1</sup>/<sub>2</sub>-inch walking heels. Rubber lifts.

WOMEN'S SIZES 2<sup>1</sup>/<sub>2</sub> to 8. Medium wide widths. State size. Shpg. wt., 1 lb. 8 oz.

15 X 2953—Brown  
15 X 2954—Black

Pair.....\$1.59

Resilio rubber or leather sole. A new shoe—calfgrain with perforations. 1<sup>1</sup>/<sub>2</sub>-inch walking heel. Rubber top lift.

WOMEN'S SIZES 2<sup>1</sup>/<sub>2</sub> to 8. Medium wide widths. State size. Shpg. wt., 1 lb. 8 oz.

Resilio Rubber Sole  
15 X 2955—Brown  
15 X 2956—Black  
Pair.....\$1.59

Leather Sole  
15 X 3038—Brown  
15 X 3039—Black  
Pair.....\$1.59

Your Choice

\$1<sup>59</sup>  
A PAIR



Your Choice,  
Leather or  
Resilio Rubber Sole



Sears SALE PRICE

\$3<sup>59</sup>  
A Pair

← Bal

Blucher  
Style

In Our  
Big Book  
~~\$3<sup>99</sup>~~

**Dr. Johnson's**  
CUSHION INSOLE SHOES

- (1) Steimbacher Steel Arch Support.
- (2) Cushioned Comfort Insole.
- (3) Goodyear Welt Construction.

Black kid leather uppers. Oak-tanned leather sole. Goodyear Wingfoot rubber heel.

Built extra wide (EEE) width for comfort, and available in extra large sizes. A dependable comfort shoe now priced amazingly low!

MEN'S SIZES 6 to 11; also 12, 13, 14, 15 and 16. State size. Shpg. wt., 2 lbs. 8 oz.

67 X 4150—Bal Style.....\$3.59

MEN'S SIZES 6 to 11; also 12 and 13. State size. Shpg. wt., 2 lbs. 9 oz.

67 X 4162—Blucher Style.....\$3.59

Sears SALE PRICE

\$3<sup>79</sup>  
A Pair

In Our  
Big Book  
~~\$3<sup>98</sup>~~

Blucher  
Style

Bal  
Style

**KANGAROO**  
★★★★ 4 STAR

.. and that's  
**THE BEST**



- Smooth, Black Kangaroo Uppers.
- Finest Quality Leather Soles.
- Goodyear Wingfoot Rubber Heel.
- Buffed Grain Leather Insole.
- Genuine Goodyear Welt.

If you've never worn Kangaroo, you don't know how soft and durable a real leather can be. 17% stronger than any other leather. Styled along comfortable lines and built to stand by you. Now's a good time to buy these fine-grained kangaroo shoes or oxfords, at Sears thrilling low sale price!

MEN'S SIZES 5 to 11; also 12. Wide (D) width. State size.

67 X 4220—Blucher Shoe. \$3.79  
Shpg. wt., 2 lbs. 7 oz.....

67 X 4486—Bal Oxford. 3.79  
Shpg. wt., 2 lbs. 7 oz.....

SALE CLOSES FEB. 28th

**Gold Bond**

SALE PRICE

\$2<sup>79</sup>  
A Pair

In Our  
Big Book ~~\$3<sup>45</sup>~~

Fine appearance plus unusual comfort. Your opportunity to buy at a big saving. Grain leather insole. Goodyear Welt construction.

MEN'S SIZES 5 to 11. Wide (D) width. State size. Shpg. wt., 2 lbs. 5 oz.

67 X 4483—Pr....\$2.79

**Guaranteed ALL Quality**

- Fine Black Calfskin Uppers.
- Oak-tanned Leather Soles.
- Leather Lined Quarters.
- Goodyear Wingfoot Heels.

In Our  
Big Book ~~\$3<sup>45</sup>~~

Every bit as good as it looks. A masterful copy of an expensive, French-toe, bench-made model. Yours in Sears famous Gold Bond quality for a startling low price! Grain leather insole. Goodyear Welt.

MEN'S SIZES 5 to 11. Wide (D) width. State size. Shpg. wt., 2 lbs. 8 oz.

67 X 4440—Pair....\$2.79



Sears SALE PRICE

**\$1.98**  
A Pair

Blucher  
Style

Last  
Spring  
~~\$2.89~~

## SENSATIONAL BILTWEEL WELTS

- Black Grain-leather Uppers.
- Oak-tanned, Durable Leather Sole.
- Flexible, Grain-leather Insole.
- First Quality Counter. Rubber Heel.
- Genuine Goodyear Welt Construction.
- Choice of Two Styles—Blucher or Bal.

Style and quality at a thrilling low price! Price reduced 29%!  
MEN'S SIZES 6 to 11. Wide (D) width. Be sure to state size.  
Shipping weight, 2 pounds 5 ounces.

67 X 4384 Blucher ..... **\$1.98**      67 X 4381 Bal ..... **\$1.98**

Bal

Sears SALE PRICE

**\$1.39**  
A Pair

**BIGGEST  
BARGAIN  
EVER!**

**Oxford  
Bargain**

- Long Wearing, Black Split Leather Uppers.
- Durable, Flexible, Dress-Weight "Compo" Sole.
- Drill-lined Vamp. Durable and Flexible Insole.
- Extra Tough and Resilient Rubber Heel.

A Sears special bargain leader 'til Feb. 28th only!  
MEN'S SIZES 6 to 11. Wide (D) width. State size.  
Shipping weight, 3 pounds 2 ounces.

67 X 4342—Pair ..... **\$1.39**

Genuine Goodyear Welts

**\$1.75**  
A Pair

Were  
Up to  
~~\$1.98~~

All Prices  
For  
Mail  
Orders  
Only

Bal Style

Blucher  
Style

## NOTE THIS QUALITY

- Sturdy Black Side Leather Uppers.
- Dress Weight Durable "Compo" Sole.
- Smooth and Flexible Insoles.
- First Quality, Rigid Counter.
- Resilient, Tough Rubber Heel.

You'll never find a more dependable oxford than this one! Genuine Goodyear Welt construction. Now—during this sale—offered at a surprisingly low figure!

MEN'S SIZES 6 to 11. Wide (D) width. State size. Shpg. wt., Blucher, 2 lbs. 5 oz.; Bal, 2 lbs. 7 oz.

67 X 4328 Blucher ..... **\$1.75**      67 X 4301 Bal ..... **\$1.75**

**\$1.59**  
A Pair

Blucher  
Style

Bal Style

## NO-MARK COMPO SOLES

- Chrome-tanned, Black Side Leather Uppers.
- Genuine "Non-marking Compo" Sole.
- "Compo" Midsole. Grain Leather Insole.
- Tough Rubber Heel. Drill-lined Vamp.

A lot of style and sturdy durability at a big saving. Blucher or bal style. Either one is popular. Order now!

MEN'S SIZES 6 to 11. Wide (D) width. State size. Shipping weight, 3 pounds 1 ounce.

67 X 4312 Blucher ..... **\$1.59**      67 X 4311 Bal ..... **\$1.59**





DEALS LIKE PRICE  
**\$2.39**  
 A Pair  
 Easily Worth **\$2.79**

"Rock-Oak"  
 WORK SOLE

### Machine Workers!

- Elk-grained, Black Cowhide Leather Uppers.
- Drill-lined Vamp. Grain Leather Midsole and Insole.
- Famous "Rock-Oak" Leather Work Sole. Finest Quality.
- All Leather Heel.

Tough, pliable uppers built on a rugged sole, specially treated to make it resistant to oil and grease. A machine shop favorite priced for action! Almost worth double our price.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 3 lbs. 6 oz.

67 X 4635—Pair.....**\$2.39**



SEARS SALE PRICE  
**\$1.69**  
 A Pair  
 'til Feb. 28th only

All Prices  
 FOR MAIL  
 ORDERS  
 ONLY

### Reinforced with Rivets

- Natural Tan Color Split Leather Uppers.
- Triple Wear "Compo" Outsole.
- Sturdy Grain Leather Insole.
- Steel Rimmed Rubber Heel.

Outside counter pocket, nickel-plated eyelets and hooks. A great "buy."

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 4 lbs. 5 oz.

67 X 4618—Pair.....**\$1.69**

# Low-Lower-Lowest Prices



OAK  
 TANNED  
 LEATHER  
 SOLE

**\$1.69**  
 A Pair

### Double Strength Construction

- Black, Boarded, Split Leather Uppers.
- Rugged, Oak-tanned Leather Outsole.
- Sewed and Brass Plated Nail Construction.
- Sturdy Oak-tanned Leather Midsole.

Grain leather insole and 13-nail rubber heel. Leather inside counter pocket. It's a BARGAIN!

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 3 lbs. 2 oz.

67 X 4616—Pair.....**\$1.69**

WAS ~~\$1.35~~

- Black, Boarded, Split Leather Uppers.
- "Sure-Grip Compo" Sole.
- Moisture-resisting Rubber Caulk Welt.
- 13-nail Rubber Heel.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 3 lbs. 2 oz.

67 X 4636—Pair.....**\$1.19**

**\$1.19**  
 A Pair

### Elk Grained Uppers

- Elk Grained Black Cowhide Uppers. Leather Insole.
- "Compo" Outsole.
- 13-Nail Rubber Heel.
- Moulded to Outsole Rubber Caulk Welt.

A last minute change to give you this great value.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 3 lbs.

67 X 4617—Pair.....**\$1.39**

**\$1.39**  
 A Pair





SEARS SALE PRICE  
**\$1.39**  
 In Our Big Book **\$1.59**



GOODYEAR  
 WINGFOOT  
 NON-MARKING  
 SOLE

**Stockmen! Farmers!**

13-nail rubber heel and grain-leather insole. A price cut for this Sale only. Wide widths. State size.  
 MEN'S SIZES 6 to 11. Shipping weight, 3 pounds 12 ounces.  
 67 X 4662—Brown. Pr. **\$1.49**  
 67 X 4663—Black. Pr. **\$1.49**  
 BOYS' SIZES 1 to 5½.  
 Shpg. wt., 3 lbs. 3 oz.  
 67 X 5330—Black. .... **\$1.39**

- Barnyard Proof Leather Uppers.
- Goodyear Wing-foot Sole.
- Tough "Compo" Midsole.

**in Months!**

**BOYS'**

- Natural (Tan) Split Leather Uppers.
- Full "Compo" Midsole with Extra Heavy Tap "Compo" Outsole.
- Smooth Leather Insole. First Quality, Extra Strong Counter.
- Steel Rimmed all Leather Heel.
- Vamp Triple-stitched and Riveted.

Comfortable, yet built to take all the punishment an active, healthy boy can inflict. Reduced from \$1.59.  
 BOYS' SIZES 2½ to 5½. Wide widths. State size. Shipping weight, 3 pounds 1 ounce.  
 67 X 5320 **\$1.49**  
 Pair.....

**"Buddy Boy"**

- Black, Elk-grained Leather Uppers.
- Durable, "Sure-grip Compo" Sole.
- Tough, Resilient Rubber Heels.
- Moisture-resisting Caulk Welt.

Popular 12-inch favorite for wear, comfort and good looks. Contrasting tan strap and buckle at top. Bargain! Your boy can't help but go for these... Another Sears Triumph!  
 BOYS' SIZES 1 to 5½. Wide widths. State size. Shpg. wt., 3 lbs. 3 oz.  
 67 X 5606 **\$1.98**  
 Pair.....



**\$1.98**  
 A Pair  
 Was ~~\$2.49~~



SEARS SALE PRICE  
**\$2.98**  
 A Pair  
 In Our Big Book **\$3.59**

**Double Soles**

- Sturdy Barnyard-resisting Brown Leather Uppers.
- Two Long Wearing First Quality Oak-tanned Leather Soles.
- Grain Leather Insole.

This great, 16-inch hi-top has a stout leather back stay clear to the top; a heavy, 13-nail rubber heel and a good, first quality strong counter. A comfortable "hiker" and a bear for service. Exceptional value!  
 MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shipping weight, 4 lbs. 11 oz.  
 67 X 4926 **\$2.98**  
 Pair.....



**E-A-S-Y** **\$1.69**  
 A Pair

- FINE, Soft Black Kidskin Uppers.
- Fine Leather Outsole.
- Grain Leather Insole; Kid Lined Quarter.
- Stitchdown Construction.

Elastic side gore. Rubber heel. Not to be confused with lower priced Romeos.  
 MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 1 lb. 14 oz.  
 67 X 3946 **\$1.69**  
 Pair....



**SOFT** **\$1.29**  
 A Pair

- Soft, Brown Kidskin.
- Stitchdown Construction.
- Grain Leather Outsole, Leather Midsole.
- Full Leather Lined.
- Live Elastic Side Gore.
- Rubber Heel.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 1 lb. 12 oz.  
 67 X 3933 **\$1.29**  
 Pair....

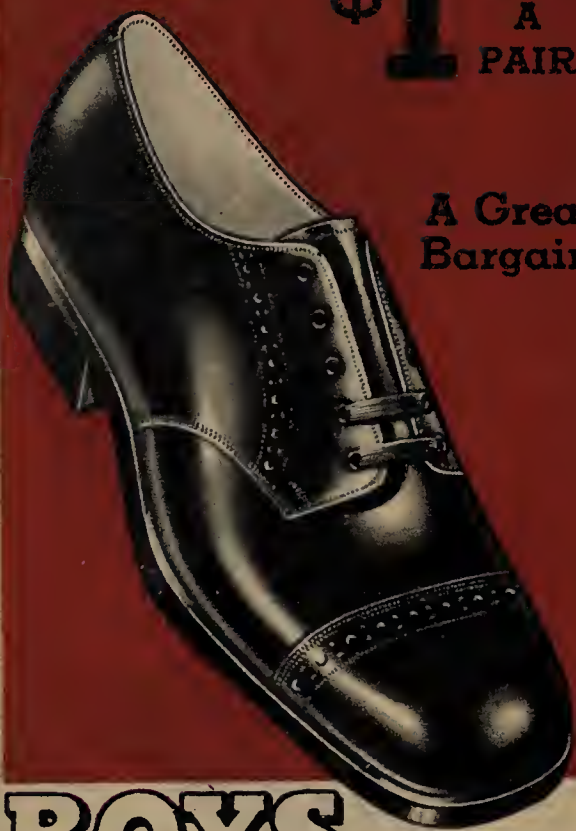


**SALE CLOSING**  
**FEB. 28, 1935**



Sears Sale  
Price

**\$1.39**  
A PAIR



A Great  
Bargain

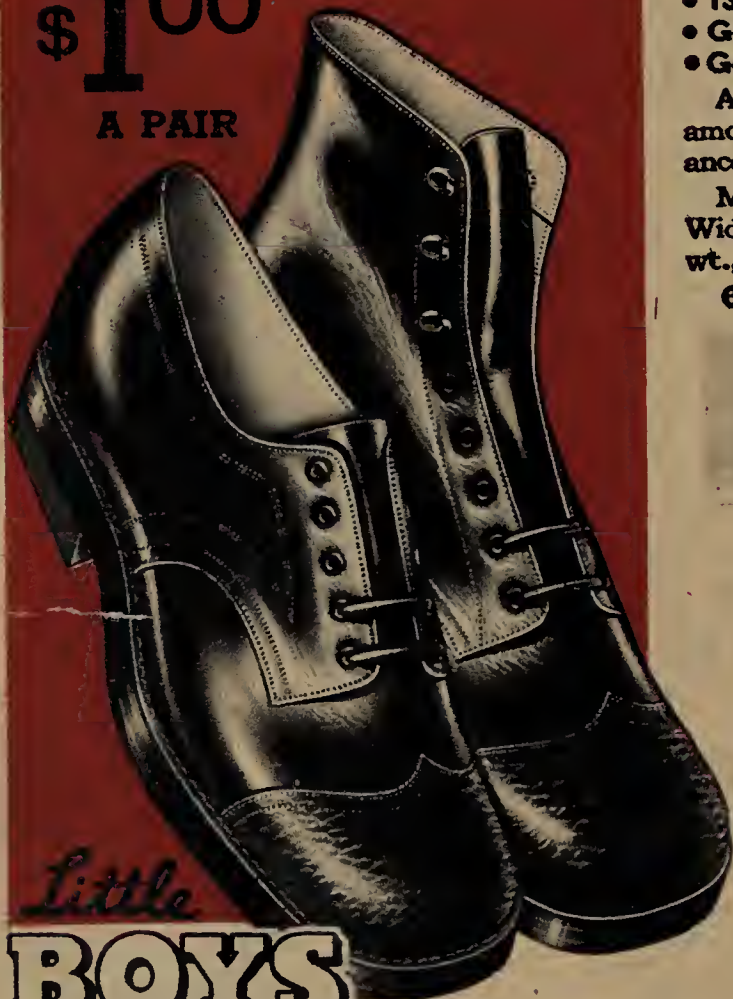
**BOYS**

It's A HUSKY!

- Smooth Black Split Leather Uppers.
- Extra Durable "Compo" Outsole.
- Flexible Insole. Drill-lined Vamp.
- Rugged, Durable Rubber Heel.

For this good quality, Sears sale price is remarkably low. Worth a great deal more!  
BOYS' SIZES 1 to 5½. State size. Wide (D) Width. Shpg. wt., 2 lbs. 3 oz.  
67 X 5120—Pair..... **\$1.39**

**\$1.00**  
A PAIR



*Little*  
**BOYS**

Priced for Action!

- Flexible Stitchdown Construction.
- Black Elk-grained Cowhide Uppers.
- Non-Marking Goodyear Wingfoot Soles.
- Extra Tough and Live Rubber Heels.

BOYS' SIZES 10½ to 2. Wide (D) width. State size. Shipping weights: Oxfords, 1 pound 2 ounces; Shoes, 1 pound 5 ounces.

67 X 5852—Oxford, Pair..... **\$1.00**  
67 X 5851—Shoe, Pair..... **1.00**

- Selected Black CALFSKIN Leather Uppers.
- Sturdy Steinbrecher Steel Arch Support Built-In.
- Two Extra Heavy, Tough Oak Tanned Bend Leather Outsoles.
- One-Piece Grain Leather Inside Back Stay and Counter Pocket.
- Ventilated, Comfortable Grain Leather Insole.
- Nationally Famous "Wearproof" Lining.
- Extra tough 13-Nail CIVIL SERVICE rubber heel.
- Genuine Goodyear Welt.
- Leather, Caulk Welt.

Our finest Police shoe—better built throughout; dressier looking, and takes a more brilliant polish. Special price!  
MEN'S SIZES 5 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 3 oz.

67 X 4001 **\$3.69**  
Pair.....

*Our Finest*  
**POLICE SHOE**

- Chrome Tanned Tough, Black Side Leather Uppers.
- Reinforced, Added Comfort Steel Arch Support.
- Oak Tanned Bend Leather Outsole, Leather Midsole.
- Leather Inside Backstay and Leather Counter Pocket.
- Ventilated Grain Leather Insole. "Wearproof" Lining.
- 13-nail Rubber Heel.
- Goodyear Welt Construction.
- Genuine Leather Caulk Welt.

A wonder for the amazing amount of durability, fine appearance and comfort this price gives!  
MEN'S SIZES 6 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 5 oz.

67 X 4004—Pair... **\$2.59**

*Our Famous*  
**OFFICIAL**

- Sturdy Black Side Leather Uppers.
- Steel Arch Support.
- Heavy "Compo" Outsole, Durable Leather Midsole.
- Durable Grain Leather Insole.
- Full Drill Lining.
- Extra Tough 13-Nail Rubber Heel.
- Goodyear Sewed Construction.
- Leather Welt.

BEAT THIS IF YOU CAN—A service shoe at this rock-bottom small sale price. Who, but Sears, could offer this value.

MEN'S SIZES 6 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 7 oz.  
67 X 4006 **\$1.69**  
Pair.....

*Low Priced*  
**POLICE SHOE**

In Our ~~\$3.88~~  
Big Book

**\$3.69**  
A PAIR

For  
Mail  
Orders  
Only



- Selected Black CALFSKIN Leather Uppers
- Steinbrecher Steel Arch Support

In Our ~~\$2.79~~  
Big Book

NOW  
**\$2.59**



**\$1.69**  
A PAIR



**\$2.00**  
VAL



**57<sup>c</sup>**

A YARD

# 50-INCH WHITE COTTON COATINGS

②

③

①

④



Colors for  
94X7137  
94X7150  
BLACK  
BROWN  
COPE BLUE  
MED. GREEN  
NAVY BLUE  
COPPER RUST

Colors for  
94X7237  
94X7250  
BLACK and WHITE  
BROWN and WHITE  
NAVY and WHITE

## BIG WOOL and SILK TWEED SEASON

36-Inch... Big Bargain

54-Inch Was ~~93<sup>c</sup>~~

—About half wool, balance silk  
noile (lusterless silk).

Always great news in Sears low  
sale prices. And just the colors  
most in demand for dresses, skirt-  
and-suit styles. State color. Shpg.  
wt., yard, 9 oz.

### SNOWFLAKE PATTERN

Colors listed above.  
94X7137—A Yd.

### CHECK PATTERN

Colors above at right.  
94X7237—A Yd.

**54<sup>c</sup>**

—About half wool, balance silk  
noile (lusterless silk).

Look at this price twice. That's  
why Sears tweeds are, "talk of the  
town." No other patterns quite so  
smart, no sale saving quite so satis-  
factory. State color. Shpg. wt., yd., 1 lb.

### SNOWFLAKE PATTERN

Colors above at left.  
94X7150—A Yd.

### CHECK PATTERN

Colors listed above.  
94X7250—A Yd.

**77<sup>c</sup>**



**76<sup>c</sup>** A  
YARD



**39<sup>c</sup>** A  
YARD

## These Contribute to Your Savings

### —Every Thread Fine Wool

Firmly knit to prevent sagging. Dress  
and suit weight. New wanted colors  
will score a success at this reduced price.

1-BLACK	35-PENCIL RED
2-SHERRY BROWN	44-TAN
15-NAVY BLUE	55-SCOTTY GREEN
19-BLUCHINA	64-NATIONAL BLUE
21-TOKAY WINE	71-MING GREEN
29-CABALLERO RUST	78-LEAF RUST BROWN

State color. Shpg. wt., yd., 10 oz. **76<sup>c</sup>**  
94 X 7799—A Yard.....

### —Variegated nubs

All cotton, new, smart, prac-  
tical. Sears low price will make  
it immensely popular. Wash-  
able, if washed carefully in luke-  
warm water and white soap.  
Good dress and suit weight.  
COLORS: Tan with black; Tan  
with brown; Tan with Green;  
Tan with Navy blue; or Tan  
with red. State color. Shpg.  
wt., per yard, 9 oz.

94 X 7515—A Yard. **39<sup>c</sup>**

## News! Savings on Six Great Values

All America awaits sale news from the World's largest yard goods  
department. For it's a real sale, a Sears sale that saves money on  
fabrics you're really interested in. Not odd lot fabrics at reduced  
prices, but wanted, new style fabrics... flannels and crepes. The  
qualities, widths, weights, colors shown in big stores. Great to buy  
them at Sears down-to-scratch mail order prices.

### FLANNELS

54-Inch Flannel ALL  
WOOL. Colors be-  
low. State color.  
Shpg. wt., per yd., 10 oz.  
94 X 7298 **\$1<sup>09</sup>**  
A Yard.....

54-Inch Flannel Half Wool,  
Half Cotton. Colors  
below. State color.  
Shpg. wt., per yd., 10 oz.  
94 X 7141 **79<sup>c</sup>**  
A Yard.....

36-Inch Flannel Half Wool,  
Half Cotton. Colors  
below. State color.  
Shpg. wt., per yd., 8 oz.  
94 X 7548 **55<sup>c</sup>**  
A Yard.....

1-Black  
2-Sherry brown  
15-Navy blue  
19-Bluchina

### CREPES

54-Inch Crepe ALL WOOL.  
Colors below. State  
color. Shpg. wt., per  
yard, 9 oz.  
94 X 7299 **\$1<sup>00</sup>**  
A Yard.....

54-Inch Crepe About 3/5ths  
Wool, Balance Cotton.  
Colors below. State  
color. Shpg. wt., per  
yd., 10 oz.  
94 X 7599—A Yard **79<sup>c</sup>**

36-Inch Crepe About 3/5ths  
Wool, Balance Cotton.  
Colors below. State  
color. Shpg. wt., per  
yd., 10 oz.  
94 X 7749—A Yard **49<sup>c</sup>**

### COLORS

21-Tokay wine  
29-Caballero rust  
35-Pencil red  
44-Tan

55-Scotty green  
64-National blue  
71-Ming green  
78-Leaf rust brown

Today's  
Value **79<sup>c</sup>**

## Sears Price Lowest... 1935 Summer Weaves

### —New Sports Weaves

1935, everybody's going in for  
these popular white weaves.  
Coats, dresses, suits, beach  
robes; yes, even draperies. Mak-  
ing up your mind now will save  
you a lot of money. Value not to be  
equaled. Nothing smarter than  
the chevron and diagonal weaves  
for spring. Good weight, cool.  
White only. State pattern  
number. Shipping weight, per  
yard, 14 oz.

94 X 7610—A Yard. **57<sup>c</sup>**

Sale Closes Feb. 28th.





## 25¢ PEPPERELL RAYON AND COTTON TWIN CORD CREPE

A Yard

News! Better Fabric  
Lower Price

- Finest Rayon Yarns and Combed Cotton
- Washable —Width, 35 In.

Big improvement in quality—now fine combed cotton and closer yarn construction at a new bigger saving. Colors listed at left. State color. Shpg. wt., per yard, 5 oz.

94 X 8410—A Yard... 25c



## 33¢ RAYON and COTTON NU-RUFF CREPE

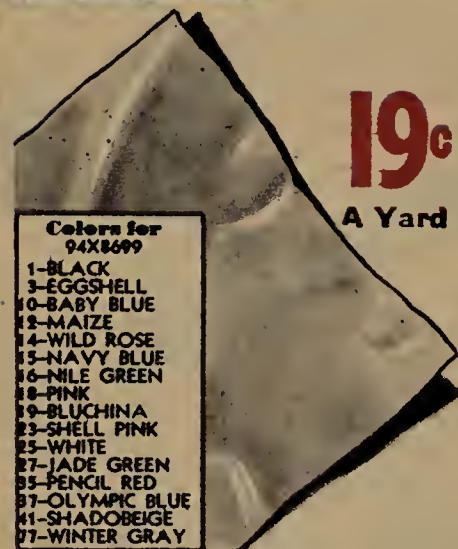
A Yard

Pass the Word!  
Former 44¢ Quality

- Rough, deeply creped
- Washable —Width, 35 In.

First washing would tell the difference between Sears and cheaper cloths around this price. Ours is finely woven, and given extra shrinkage in finishing. Colors listed at left. State color. Shipping weight, per yard, 7 oz.

94 X 8867—A Yard... 33c



## 19¢ RAYON and COTTON FLAT CREPE

A Yard

Right You Are!  
Our 26¢ Quality

- Smooth, just enough luster
- Washable —Width, 35 In.

New saving on a fabric already famous as a money saver. Will help you turn out a thrifty wardrobe from dress to undies. Colors listed at left. State color. Shipping weight, per yard, 4 oz.

94 X 8699—A Yard... 19c



## 43¢ "Tested Quality" RAYON SATIN

A Yard

This News Stands Repeating  
55¢ Quality Unchanged

- Right luster Panne Satin
- Washable —Width, 39 Inches

Viscose Crown Rayon. Merits "Tested Quality" label, for durability, washability, fine appearance. Marvelous! Sears low price on this superior quality. Heavy firm weave. Preferred fashion for dresses, pajamas, nightgowns, bedspreads and drapes.

- COLORS:
- |               |                |               |
|---------------|----------------|---------------|
| 1. BLACK      | 15. NAVY BLUE  | 25. WHITE     |
| 3. EGGSHELL   | 16. NILE GREEN | 32. GOLD      |
| 12. MAIZE     | 17. ORCHID     | 38. PEACH     |
| 14. WILD ROSE | 18. PINK       | 98. TURQUOISE |
| 15. NAVY BLUE | 19. BLUCHINA   |               |

State color. Shpg. wt., per yd., 7 oz.  
94 X 8567—A Yard... 43c

## 24¢ ALL RAYON SUNNY SATIN

A Yard

Sears Good 32¢  
88x44 Thread Quality

- Twilled Satiny Fabric
- Washable —Width, 39 Inches

Every cloth we know near our price is cheaper, 80x40 quality. Used for slips, spreads, drapes.

- COLORS:
- |               |                |                   |
|---------------|----------------|-------------------|
| 1. BLACK      | 16. NILE GREEN | 27. JADE GREEN    |
| 3. EGGSHELL   | 17. ORCHID     | 32. GOLD          |
| 12. MAIZE     | 18. PINK       | 46. TEA ROSE      |
| 14. WILD ROSE | 23. SHELL PINK | 55. SCOTTY GREEN  |
| 15. NAVY BLUE | 25. WHITE      | 64. NATIONAL BLUE |

State color. Shpg. wt., per yard, 5 oz.  
94 X 8966—A Yard... 24c



Was 72¢  
A Yard 59¢

## CELANESE TAFFETA

Full 200x64 Count  
Superior to Most

- Will not crack.
- Washable —Width, 39 In.

The remarkably fine quality, swishy softness and beauty of this genuine Celanese Taffeta is totally lacking in cheaper taffetas offered in competition around this price. Ours is finer better wearing despite the low price.

- COLORS:
- |                 |                  |
|-----------------|------------------|
| 1. BLACK        | 16. NILE GREEN   |
| 2. SHERRY BROWN | 18. PINK         |
| 3. EGGSHELL     | 21. TOKAY WINE   |
| 12. MAIZE       | 25. WHITE        |
| 14. WILD ROSE   | 35. PENCIL RED   |
| 15. NAVY BLUE   | 37. OLYMPIC BLUE |
|                 | 55. SCOTTY GREEN |
|                 | 98. TURQUOISE    |

State color. Shpg. wt., yd., 7 oz.  
94 X 8790 59c  
A Yard.....

## 21¢ "Tested Quality" Rayon TAFFETA

A Yard

A Quality Story  
With Saving

- Will Not Crack
- Washable
- Width, 39 Inches

72x52 Thread count. All taffetas we know of near this price are cheaper 72x48 quality. Now woven of Viscose Crown Rayon. Possessed of unusual beauty, wearing and washing qualities for slips, undies, kiddies' dresses; bedspreads, drapes. Colors listed at left. State color. Shpg. wt. yd. 4 oz.

94 X 8820—A Yd. 21c

## Flash! Another Quality Improved and Price Cut

34¢ A YD. Was 42¢

## THRIFT ALL RAYON FLAT CREPE

- New dress, blouse, undie shades
- Washable —Width, 36 Inches

Now full 36 in. wide. Better yarn construction; better finishing and shrinkage treatment. Improved appearance, wearability, washability.

- COLORS
- |                 |                   |
|-----------------|-------------------|
| 1. BLACK        | 29. CABALLERO     |
| 2. SHERRY BROWN | RUST              |
| 3. EGGSHELL     | 35. PENCIL RED    |
| 15. NAVY BLUE   | 37. OLYMPIC BLUE  |
| 18. PINK        | 46. TEA ROSE      |
| 19. BLUCHINA    | 55. SCOTTY GREEN  |
| 21. TOKAY WINE  | 64. NATIONAL BLUE |
| 22. SHELL PINK  | 71. MING GREEN    |
| 25. WHITE       | 77. WINTER GRAY   |

State color. Shpg. wt., yd. 7 oz.  
94 X 8633—A Yard... 34c







**69<sup>c</sup>**  
YD.

Was ~~89<sup>c</sup>~~

**57<sup>c</sup>**  
YD.

Was ~~75<sup>c</sup>~~

**59<sup>c</sup>**  
YD.

Was ~~85<sup>c</sup>~~



## SILK FLAT CREPE

### Three Decisive Reductions ... Savings Everywhere You Turn

What silks do women use most? On what silks would they most appreciate big savings? We debated long, for this was to be the sale of sales, value to overshadow all offerings. Mail order sales records told us... silk flat crepes... because they're used all year, for everything, from dresses to undies. So here they are. Fairloom! Parfait! Aqua Sec (our famous water-spot proof silk)! Three best sellers, twenty new spring shades. Sears regular qualities, at drastically reduced prices 'till February 28th.

#### "FAIRLOOM"

—Weighted silk  
—Washable  
—Width, 38 in.  
State color. Shpg.  
wt., per yard, 8 oz.  
94 X 6684  
A Yard.....**69<sup>c</sup>**

#### "PARFAIT"

—Weighted silk  
—Washable  
—Width, 38 in.  
State color. Shpg.  
wt., per yard, 6 oz.  
94 X 6970  
A Yard.....**57<sup>c</sup>**

#### "AQUA SEC"

—Weighted silk  
—Water repellant  
—Width, 38 in.  
State color. Shpg.  
wt., per yard, 6 oz.  
94 X 6731  
A Yard.....**59<sup>c</sup>**

All prices  
for Mail  
Orders only

#### Colors for 94X6684, 94X6970 and 94X6731

1—BLACK	19—BLUCHINA	55—SCOTTY GREEN
2—SHERRY BROWN	21—TOKAY WINE	64—NATIONAL BLUE
3—EGGSHELL	23—SHELL PINK	71—MING GREEN
14—WILD ROSE	25—WHITE	72—MING GOLD
15—NAVY BLUE	29—CABALLERO RUST	78—LEAF RUST
16—NILE GREEN	35—PENCIL RED	BROWN
18—PINK	37—OLYMPIC BLUE	88—GRAPE GREEN

**69<sup>c</sup>**  
Yd.

Was ~~89<sup>c</sup>~~

## SILK RUFF CREPE

A Best Seller  
Tree Bark-Like Weave

—Delicate rough effect—  
will not come out  
—Width, 38 inches

Brief, deep little waves give it distinctive roughness and Paris-claimed chic. Excellent quality weighted silk; soft textured; unusually beautiful in new 1935 colors. Sure to be your choice for best-wear frocks. Price sharply cut. Buying it now saves you money.

**COLORS:** 29—Caballero rust  
1—Black 35—Pencil red  
2—Sherry brown 37—Olympic blue  
15—Navy blue 55—Scotty green  
21—Tokay wine 64—National blue  
25—White 78—Leaf rust brown

State color. Shpg. wt.,  
per yard, 8 oz.

94 X 6975—

**69<sup>c</sup>**  
A  
Yard

## FIRST QUALITY SILK PONGEE • SHANTUNG

### THREE VALUES NEVER ABSENT IN SEARS SALE

Was ~~15<sup>1</sup>/<sub>2</sub><sup>c</sup>~~  
**13<sup>1</sup>/<sub>2</sub><sup>c</sup>**  
YD.

33-In. Standard  
12 Momme

—Natural tan  
—Washable

Shpg. wt., per yard, 5 oz.  
94 X 6730  
A Yard.....**13<sup>1</sup>/<sub>2</sub><sup>c</sup>**

**21<sup>c</sup>**  
YD.

33-In. Heavier  
14 Momme

—Natural tan  
—Washable

Shpg. wt., per yard, 5 oz.  
94 X 6396  
A Yard.....**21<sup>c</sup>**

**32<sup>c</sup>**  
YD.

50-Inch  
Drapery Width

—Natural tan  
—Washable

Shpg. wt., per yard, 5 oz.  
94 X 6904  
A Yard.....**32<sup>c</sup>**

Three more best sellers at new big savings sustain Sears leadership for best silk values. First quality, Red Stamp pongees. Think! what other s-i-l-k fabric can you buy for so little. Smart rough textured silk. For dresses, blouses, undies, pajamas, children's clothes; curtains and bedspreads. Contains the usual amount of rice starch finishing.

Was ~~75<sup>c</sup>~~  
**59<sup>c</sup>**  
YD.

39-Inch  
COLORED  
SHANTUNG

—Rough textured  
—Washable silk  
—Width, 39 inches

All the essentials of a super value. Full 39-inch; Sears regular fine quality silk; sharply cut price. Contains usual soap soluble dressing.

3—EGGSHELL  
12—MAIZE  
16—NILE GREEN  
17—ORCHID  
18—PINK  
19—BLUCHINA  
23—SHELL PINK  
25—WHITE  
27—JADE GREEN  
28—SKY BLUE  
43—NATURAL TAN  
98—TURQUOISE

State color. Shpg.  
wt., per yard, 6 oz.  
94 X 6996  
A Yard.....**59<sup>c</sup>**





SEARS  
SALE  
PRICE

**72<sup>c</sup>**  
A Yard

For  
60 Days  
Only

**Durhone SILK  
CANTON CREPE**  
Most Wanted Weave  
at Unusual Savings

- Slightly Pebbled Texture  
—Heavy Weight —Width, 38 In.

High value point of our sweeping great Sale. Good quality weighted silk. Famous Durhone quality, worthwhile Sears saving. New colors mentioned for spring. Buy now!

- COLORS:**
- |                |                    |
|----------------|--------------------|
| 1—Black        | 29—Caballero rust  |
| 2—Sherry brown | 35—Pencil red      |
| 15—Navy blue   | 41—Shadobeige      |
| 19—Bluchina    | 55—Scotty green    |
| 21—Tokay wine  | 71—Ming green      |
| 25—White       | 77—Winter gray     |
|                | 78—Leaf rust brown |

State color. Shpg. wt., yd., 8 oz.  
94 X 6446—A Yard.....72c

SEARS  
SALE  
PRICE

**72<sup>c</sup>**  
A Yard

For  
60 Days  
Only

**Ramona SILK  
SATIN CREPE**  
Satins Welcome Spring  
in these New Colors

- High Luster Face —Crepey Back  
—Width, 38 Inches

Satin side out, dull side for trimming; biggest style interest in mid-winter to spring dresses. Good quality weighted silk. Famous Ramona quality, Sears Sale priced.

- COLORS:**
- |                |                   |
|----------------|-------------------|
| 1—Black        | 23—Shell pink     |
| 2—Sherry brown | 25—White          |
| 3—Eggshell     | 29—Caballero rust |
| 15—Navy blue   | 35—Pencil red     |
| 18—Pink        | 55—Scotty green   |
| 19—Bluchina    | 64—National blue  |
| 21—Tokay wine  | 72—Ming gold      |

State color. Shpg. wt., yd., 7 oz.  
94 X 6021—A Yard.....72c

**52<sup>c</sup>** A Yd. **SILK CANTON  
CREPE**

**Right! 89c Quality**

- Slightly rough texture  
—Weighted silk —Width, 38 inches

Sears reduced Sale price, all the new Spring colors. That's America's formula for successful home sewing. Smartly textured weighted silk.

- COLORS:**
- |                |                    |
|----------------|--------------------|
| 1—Black        | 29—Caballero rust  |
| 2—Sherry brown | 35—Pencil red      |
| 15—Navy blue   | 55—Scotty green    |
| 21—Tokay wine  | 71—Ming green      |
| 25—White       | 78—Leaf rust brown |

State color. Shpg. wt., yard, 8 oz.  
94 X 6518—A Yard.....52c

**Paper  
Pattern**

Sizes 14 to 20  
yrs. 34 to 42 in.  
bust. State size.  
Shpg. wt., each,  
2 oz.  
39 X 2027 15c  
Each.....15c

**52<sup>c</sup>** A Yd. **SILK SATIN  
CREPE**

**Usual Price 89c**

- Satin face, crepey back  
—Weighted silk —Width, 38 inches

Gleaming satin, in the new spring colors at lowest price anywhere. High luster, weighted silk.

- COLORS:**
- |                |                  |
|----------------|------------------|
| 1—Black        | 21—Tokay wine    |
| 2—Sherry brown | 23—Shell pink    |
| 3—Eggshell     | 25—White         |
| 15—Navy blue   | 55—Scotty green  |
| 18—Pink        | 64—National blue |
| 19—Bluchina    | 72—Ming gold     |

State color. Shpg. wt., yard, 7 oz.  
94 X 6729—A Yard.....52c

**YOU'RE SHARING 1935's BIGGEST SAVINGS**



**SILK KRINKLE  
CREPE**

Popular

~~59c~~

Quality

**49<sup>c</sup>**  
A YD.

**High Style—Big Saving**

- Deep lengthwise crinkle  
—Width, 34 inches

Sale priced by request; it's in such tremendous demand for the new pencil-slim fashions. Good quality weighted silk.

- COLORS:**
- |                |                    |
|----------------|--------------------|
| 1—Black        | 29—Caballero rust  |
| 2—Sherry brown | 55—Scotty green    |
| 15—Navy blue   | 64—National blue   |
| 19—Bluchina    | 71—Ming green      |
| 21—Tokay wine  | 78—Leaf rust brown |
| 25—White       | 84—Bronze green    |

State color. Shpg. wt., per yd., 6 oz.  
94 X 6438—A Yard.49c

**SILK ROUGH  
CREPE**

Favorite

~~59c~~

Quality

**49<sup>c</sup>**  
A YD.

**Seldom Sale Priced**

- Delicately fine rough  
—Width, 34 inches

Spring favored blues, greens, rust! Lovely in fine weighted silk. Doubly welcome saving.

- COLORS:**
- |                |                    |
|----------------|--------------------|
| 1—Black        | 29—Caballero rust  |
| 2—Sherry brown | 55—Scotty green    |
| 15—Navy blue   | 64—National blue   |
| 19—Bluchina    | 71—Ming green      |
| 21—Tokay wine  | 78—Leaf rust brown |
| 25—White       | 84—Bronze green    |

State color. Shpg. wt., per yard, 6 oz.  
94 X 6439—A Yard.49c







Our **49<sup>c</sup>** ~~69<sup>c</sup>~~  
A Yard Quality  
**SILK FLAT CREPE**

Newest of the New  
Low Priced, Too

- Weighted Silk
- Gala Spring Colors
- Width, 38 Inches

Color, beauty, variety to captivate the most seasoned home stylist. Saving to impress the thrifty minded. Just as you've always known... If there was a bigger bargain Sears would have it. State pattern number. Shpg. wt., per yd., 6 oz.

**94 X 6211 49<sup>c</sup>**  
A Yd.....

Paper Pattern. Sizes 16 to 20 yrs. 34 to 42 in. bust. Size 36 requires 4 1/4 yds. 39-in. fabric. State size. Shpg. wt., 2 oz.

**39 X 2023—Ea. 15<sup>c</sup>**



**25<sup>c</sup>**

A Yard  
**Rayon and Cotton  
FLAT CREPE**

No Compromise

Quality's the Same

- Washable
- New! Spring! 1935!
- Width, 35 Inches

Genuine crepe, not the imitation crepe usual at this price. Designs are new! Price is cut! You couldn't ask more of any sale value. State pattern number. Shpg. wt., per yd., 4 oz.

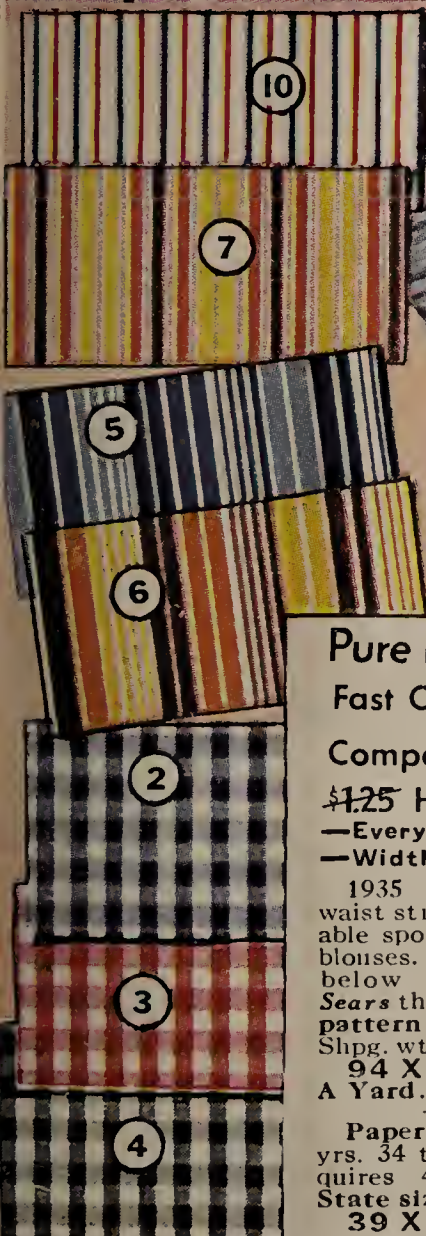
**94 X 8700 25<sup>c</sup>**  
A Yd.....

Paper Pattern. Sizes 16 to 20 yrs. 34 to 44 in. bust. Size 36 requires 4 1/4 yds. 39-in. fabric. State size. Shpg. wt., 2 oz.

**39 X 2021—Ea. 15<sup>c</sup>**



*You're Looking at 1935's Newest Styles*



**Pure Dye WASH SILK**

Fast Color Woven Designs

Compares With Last Year's

**\$1.25 High Style Silk**

- Every Strand Finest Pure Silk
- Width, 32 Inches

1935 newest version of shirt-waist stripes and checks. For washable sportswear, street frocks and blouses. Pure silk, fine styling, below value price. Proclaims Sears the leader. State pattern number. Shpg. wt., per yd., 5 oz.

**94 X 6517 59<sup>c</sup>**  
A Yard.....

Paper Pattern. Sizes 14 to 20 yrs. 34 to 42 in. bust. Size 16 requires 4 yards 39-in. material. State size. Shpg. wt., 2 oz.

**39 X 2022—Each ..... 15<sup>c</sup>**



**54-inch WOOL and SILK PLAIDS**

The Very Plaids Deemed Smartest

Only Sears Price So Low

- About one-half Wool, Balance Silk Noile (lusterless silk)

Patterns shown on bias but plaids are woven straight. For dresses, suits, spring top coats. State pattern. Shpg. wt., yd., 15 oz.

**94 X 7110—A Yard.....**

**89<sup>c</sup>**

**C 169**

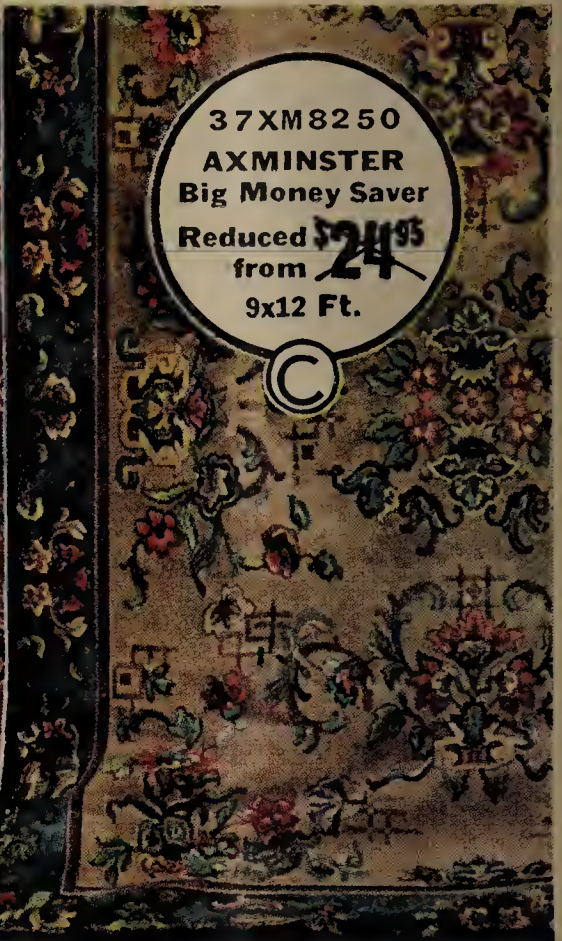




Reduced from ~~\$26.25~~  
37 XM 8150  
**\$22.45**  
9x12 Ft.  
Or Easy Terms  
\$3.00 Down  
**(A)**



~~\$22.50~~ Value  
37 XM 6870  
**\$19.95**  
9x12 Ft.  
**(B)**



37 XM 8250  
AXMINSTER  
Big Money Saver  
Reduced from ~~\$24.95~~  
9x12 Ft.  
**(C)**

## These Prices Will

**PRICES on Felt Base Rugs  
CUT 'WAY DOWN!!**

**ALL  
FIRST  
QUALITY**



Reduced from ~~\$5.95~~  
37 XM 2270  
**\$4.59**  
9x12 Ft.  
**(D)**

Reduced from \$6.85  
37 XM 2810  
**\$4.98**  
9x12 Ft.  
**(E)**

Same Quality was \$7.25  
37 XM 2260  
**\$6.59**  
9x12 Ft.  
**(F)**



37 XM 6590  
VELVET  
Reduced from ~~\$19.50~~  
9x12 Ft.  
**(G)**



37 XM 5260  
TAPESTRY  
Brussels  
Reduced from ~~\$17.75~~  
9x12 Ft.  
**(H)**

## Descriptions and Prices on Opposite Page



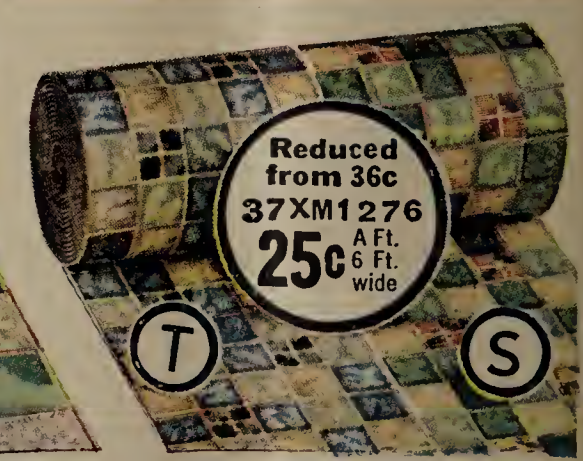
\$27.75 Value  
37 XM 7910  
**\$23.50**  
9x12 Ft.  
**(K)**



Reduced from \$34.25  
37 XM 8020  
**\$29.95**  
9x12 Ft.  
**(L)**



Same Quality was 29c  
37 XM 1286  
**21c**  
A Ft. 6 Ft. wide  
**(P)**



Reduced from 36c  
37 XM 1276  
**25c**  
A Ft. 6 Ft. wide  
**(S)**



Reduced From ~~\$21.75~~  
**\$18.95**  
 9x12 Ft.

~~\$14.00~~ VALUE  
**\$9.85**  
 9x12 Ft.

~~\$5.45~~ VALUE  
**\$3.98**  
 9x12 Ft.

## 3 SUPER BARGAINS OF SEARS GREATEST SALE

**Seamless Axminster.** Priced under today's mill cost. Perfect. All wool pile. **Taupe ground; black border;** Persian design in rose, green, ivory and blue. For Easy Payments, see Page 43. 27x52 in. size available.

	Size, About	Shpg. Wt., About	
37XM8450-9	x12 ft.	33 lbs.	\$18.95
37XM8455-8 1/4	x10 1/2 ft.	26 lbs.	17.95
37X 4589-27	x52 in.	3 lbs. 8 oz.	1.79

**Flat Weave Tapestry Brussels**—Guaranteed to wear. Talk about values. A rug bargain found only at Sears. Seamless wool face. Tan ground, black border. Fine Sarouk design, in rose, blue, green and gold. Size, about 9x12 ft. Sold with other goods on Easy Payments. See Page 43. Shpg. wt., about 23 lbs.

**37 XM 5010.....\$9.85**

The Nation's leading Felt Base Rug value. Full 9x12 ft. size at a price usually quoted for 6x9 ft. size. 108 square feet of beauty at a saving! Rust and green tile on two-tone tan background. Green border. Rotary print. Size, 9x12 ft. Sold on Easy Payments with other goods, see page 43. Shpg. wt., about 43 lbs.

**37 XM 2210.....\$3.98**

# Be the Talk of America

**SALE CLOSES FEB. 28<sup>TH</sup> 1935**

**Descriptions and prices of rugs shown on opposite page.**  
 We invite Price Comparisons! We want you to satisfy yourself.

### Fastest Selling Axminster Rug

- (A) • All wool pile. • Private pattern. • Seamless.  
 9x12 ft. size was \$26.25 in our Fall General Catalog, now on Sale only \$22.45.

	Size, About	Shpg. Wt., About	
37 XM 8150-9	x12 ft.	34 lbs.	\$22.45
37 X 8152-6	x 9 ft.	18 lbs.	12.95
37 XM 8155-8 1/4	x10 1/2 ft.	26 lbs.	20.95
37 XM 8156-11 1/4	x12 ft.	41 lbs.	29.95
37 X 4292-27	x52 in.	3 lbs. 8 oz.	2.10

### Oriental Design—Fringed

- (B) • Seamless Velvet. • All wool pile. • Permanent highlights. 9x12 ft. size is a regular \$22.50 value.

	Size, About	Shpg. Wt., About	
37 XM 6870-9	x12 ft.	36 lbs.	\$19.95
37 X 6872-6	x 9 ft.	19 lbs.	11.75
37 XM 6874-7 1/2	x 9 ft.	24 lbs.	14.75
37 XM 6875-8 1/4	x10 1/2 ft.	29 lbs.	17.95

### Like Buying Wholesale

- (C) • Chinese Design • Seamless Axminster. 9x12 ft. size was \$24.95. Good all wool face.

	Size, About	Shpg. Wt., About	
37 XM 8250-9	x12 ft.	33 lbs.	\$19.95
37 X 8252-6	x 9 ft.	19 lbs.	11.95
37 XM 8254-7 1/2	x 9 ft.	21 lbs.	14.95
37 XM 8255-8 1/4	x10 1/2 ft.	26 lbs.	18.50
37 XM 8256-11 1/4	x12 ft.	41 lbs.	28.25
37 X 4297-27	x52 in.	3 lbs. 8 oz.	1.89

### Economy for Any Home!

- (D) • Reduced from \$5.95—9x12 ft. • Standard quality • Durable Felt Back. • Thick enamel surface—easy to clean.

	Size	Shpg. Wt., About	
37 XM 2270-9	x12 ft.	43 lbs.	\$4.59
37 X 2272-6	x 9 ft.	23 lbs.	2.29
37 XM 2274-7 1/2	x 9 ft.	28 lbs.	2.85
37 XM 2275-9	x10 1/2 ft.	38 lbs.	3.98

### Pretty Tile at Close-out Prices

- (E) • Reduced from \$6.85—9x12 ft. NOW \$4.98 • Quality • Economy • Durability. Standard weight Felt Base Rug. Easy-to-clean enamel surface. State Pattern E or M.

	Size	Shpg. Wt., About	
37 XM 2810-9	x12 ft.	38 lbs.	\$4.98
37 X 2812-6	x 9 ft.	20 lbs.	2.49
37 XM 2814-7 1/2	x 9 ft.	25 lbs.	3.15
37 XM 2813-9	x 9 ft.	29 lbs.	3.75
37 XM 2815-9	x10 1/2 ft.	31 lbs.	4.39
37 XM 2819-9	x15 ft.	42 lbs.	6.25

### A Beauty for the Large Room

- (F) • Guaranteed Quality Standard Felt Base Rugs. • Heavy Enamel Gloss Finish. • Cleans Easily. • New Chinese Design.

	Size	Shpg. Wt., About	
37 XM 2260-9	x12 ft.	44 lbs.	\$6.59
37 X 2262-6	x 9 ft.	24 lbs.	3.29
37 XM 2264-7 1/2	x 9 ft.	28 lbs.	4.15
37 XM 2265-9	x10 1/2 ft.	38 lbs.	5.79
37 XM 2266-11 1/4	x12 ft.	56 lbs.	9.25
37 XM 2268-11 1/4	x15 ft.	68 lbs.	11.29

### Once in a Lifetime Savings

- (G) • Was \$19.50—Reduced to \$14.95—9x12 Ft. • Seamless Velvet. • All wool face. Stunning Oriental pattern. Buy at Sears, increased savings. 27x52 in. size available.

	Size, About	Shpg. Wt.	
37 XM 6590-9	x12 ft.	About 27 lbs.	\$14.95
37 XM 6595-8 1/4	x10 1/2 ft.	About 23 lbs.	13.85
37 XM 6596-11 1/4	x12 ft.	About 36 lbs.	22.25
37 X 4338-27	x52 in.	About 3 lbs.	1.49

### Top in Service—Bottom in Price

- (H) • Seamless Tapestry Brussels. Chinese design, exclusive at Sears. Worsted wool looped weave. Fall General Catalog price was \$17.75—9x12 ft. 27x52 in. size available.

	Size, About	Shpg. Wt.	
37 XM 5260-9	x12 ft.	About 23 lbs.	\$11.95
37 XM 5265-8 1/4	x10 1/2 ft.	About 19 lbs.	10.95
37 XM 5266-11 1/4	x12 ft.	About 31 lbs.	17.50
37 X 4242-27	x52 in.	About 2 lbs. 8 oz.	1.19

### Sears Exclusive Pattern

- (K) • \$27.75 Value. To save you dollars here. • Seamless Axminster. • Fringed. All wool pile.

The highlighted beauty is woven in. Size about 9x12 ft., shpg. wt., abt., 33 lbs.  
**37 XM 7910.....\$23.50**

### Big Bargain for This Sale!

- (L) • Was \$34.25—9x12 Ft., in our Fall Catalog. • Seamless Axminster.

	Size, About	Shpg. Wt.	
37 XM 8020-9	x12 ft.	About 37 lbs.	\$29.95
37 XM 8025-8 1/4	x10 1/2 ft.	About 29 lbs.	27.95
37 X 4636-27	x54 in.	About 4 lbs.	3.10

### Felt Base for Any Size Room

- (P) • Guaranteed Standard quality • Note convenient sizes already cut to bring you extra savings. Up to 12 ft. of 6 ft. and 6 ft. of 9 ft. widths available.

	Size, About	Shpg. Wt., About	Per Foot
37 XM 1286-Width, 6 ft.	2 lbs. 10 oz.		21c
37 XM 1289-Width, 9 ft.	4 lbs.		31c
37 XM 2070-Size, 9x12 ft.	48 lbs.	Each	\$3.59
37 XM 2079-Size, 9x15 ft.	60 lbs.	Each	4.49
37 XM 2076-Size, 9x18 ft.	72 lbs.	Each	5.39
37 XM 2077-Size, 9x21 ft.	84 lbs.	Each	6.29

### Felt Base at Special Sale Prices

- (S) • 6 ft. was 36c, 9 ft. was 54c a foot. (T) • Standard quality. Cut in room sizes for additional economy. STATE PAT-TERN (S)(T). Up to 12 ft. of 6 ft. and 6 ft. of 9 ft. widths available.

	Size, About	Shpg. Wt., About	Per Foot
37 XM 1276-Width, 6 ft.	2 lbs. 10 oz.		25c
37 XM 1279-Width, 9 ft.	4 lbs.		37c
37 XM 2080-Size, 9x12 ft.	48 lbs.	Each	\$4.35
37 XM 2089-Size, 9x15 ft.	60 lbs.	Each	5.39
37 XM 2087-Size, 9x18 ft.	72 lbs.	Each	6.49
37 XM 2088-Size, 9x21 ft.	84 lbs.	Each	7.59

Regular \$1.00 Value

**77c**  
 A Ft.  
 6 Ft. wide

### Inlaid Linoleum

- Heavy Gibraltar Quality. • Regular \$1.08 Value.

• Tough, pliable burlap base. • Colors inlaid thru-to-back. • Lacquer sealed surface. • Foot-comforting. Draft-proof. For maximum Economy buy "household weight" Inlaid! Illustrated 1/10 actual size. Green, ivory, tan and brown predominating. Up to 10 ft. is available. Sold on Easy Payments with other goods, see page 43. Width 6 feet. Shpg. wt., about 4 lbs. 8 oz. Per ft.  
**37 XM 1816—Per foot....77c**

Regular 26c Value

**19c**  
 A Ft.  
 6 Ft. wide

### Big Felt Base Value!

All perfect standard weight. Cut in convenient sizes to bring you extra savings. Modern tan, green and ecru tile. Up to 12 ft. of 6 ft. and 6 ft. of 9 ft. widths available. Shpg. Wt. Width About Per Ft.  
**37 XM 1186-6 ft. 2 lbs. 10 oz. 19c**  
**37 XM 1189-9 ft. 4 lbs. 29c**  
 Size, Ft. Shpg. Wt. Each  
**37 XM 2000-9x12 abt. 48 lbs. \$3.35**  
**37 XM 2009-9x15 abt. 60 lbs. 4.19**  
**37 XM 2007-9x18 abt. 72 lbs. 4.98**  
**37 XM 2008-9x21 abt. 84 lbs. 5.89**

**BUY RUGS ON SEARS EASY TERMS See Page 43**

**SEARS, ROEBUCK C 171**



**\$1.25**  
VALUE

# We've Cut the Price from Our Spring 1934 Catalog—When Prices Were Low!

SEARS SALE  
PRICE **89c**  
4x7 Ft.

## Large Rag Rug, 4 x 7 Ft.

Covers 28 square feet of floor space. Made in Japan of clean, sterilized rags. Pretty hit and miss pattern blended to harmonize with any color scheme. Double crowfoot border. Seldom have you been able to get so much rag rug size and quality at this price. Size about 4x7 feet. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 4 lbs. 12 oz.

37 X 438.....**89c**

## Smart Patterns at SEARS LOWEST PRICES

### Reduced From \$1.35

Big saving! Moderne Velvet Scatter rug. Tan ground, deeper tan border; gay modern design in rose, blue, and green. Close-weave. All wool face. Richly fringed. Size about 22½x45 inches. Sold with other goods on Easy Payments, see page 43. Shpg. wt., 2 lbs. 12 oz. Mailable.

37 X 4374E....**99c**

### Floral Axminster

Selling fast. Reduced from \$1.89. Suited to any room. All wool face. Green ground, darker green border, rose and gold florals. Size about 27x48 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 3 lbs. 4 oz.

37 X 4622...**\$1.59**

### Extra Value

Reduced from \$1.25. Chinese design. Wool face Axminster. Shaded mulberry ground; green border with harmonizing figures. Size about 22½x45 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 2 lbs. 10 oz.

37 X 4742L.**\$1.15**

### Beauty and Service

Was \$1.89. Reduced for this sale. All-wool face Axminster. Taupe ground, oval center in rose, green, gold and blue. Standard quality. Size about 27x48 inches. Sold with other merchandise on Easy Payments, see page 43. Shpg. wt., 3 lbs. 4 oz. Mailable.

37 X 4382...**\$1.69**

### Reduced From \$1.35

Novelty velvet. Sturdy all-wool face. Fringed. Pretty Chinese design in rose, gold, rust and green. Green ground. Rust border. Size about 22½x45 inches. Sold with other goods on Easy Payments, see page 43. Shpg. wt., 2 lbs. 12 oz. Mailable.

37 X 4374B....**99c**

**99c**

22½x45 In.

TAN GROUND

RUST GROUND

GREEN GROUND

TAUPE GROUND

MULBERRY GROUND

TAUPE GROUND

**\$1.69**

27x48 In.

TAUPE GROUND

**99c**

22½x45 In.

GREEN GROUND

**\$1.69**

27x48 In.

**14c**

18x36 In.

SALE  
CLOSES  
FEB. 28,  
1935

### Lovely Axminster

\$1.89 value. Special for this sale. All-wool face Axminster. Chinese design. Rust ground; green border; pretty florals and figures in green, rust, orchid and rose. Size about 27x48 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 3 lbs. 4 oz.

37 X 4611.....**\$1.69**

### Bargain Axminster

Reduced from \$1.25. Beautifully blended moderne design. Grays, greens, henna and rose hues on taupe ground. All-wool pile. Standard quality. Size about 22½x45 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 2 lbs. 10 oz.

37 X 4742M....**\$1.15**

### Colorful Axminster

Was \$1.89. Bright rose-red, blue and green florals on modernistic taupe damask ground. Green border. All-wool face. Size, about 27x48 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 3 lbs. 4 oz.

37 X 4656.....**\$1.69**

### Cotton Chenille Rug

An outstanding Bargain! Plain soft ground colors with gay floral borders. Washable. Reversible. Imported from Japan. State color: Green, Blue, or Rose. Size about 22x44 inches. Sold with other goods on Easy Payments, see page 43. Mailable. Shpg. wt., 1 lb. 4 oz.

37 X 600.....**59c**

### Hit and Miss Rag Rugs

We challenge all competition to equal this value. Imported from Japan. Variety of colors. Sold with other goods on Easy Payments, see page 43. Mailable.

37 X 431  
Size about 18x36 inches. Shpg. wt., 1 lb. 1 oz.....**14c**

37 X 432—Size, about 24x48 in. Shpg. wt., 1 lb. 12 oz....**24c**

### Price Reduced About ¼

New floor thrift. Save time, money and labor. Buy Sears Heavy Quality Felt Base Rug Border. Richly grained to look like wood. Highly polished. Frame your rug with this beautiful border. Easy to lay. Grips the floor. Seals all drafts. Don't delay! Your last chance to buy at these low prices. Up to 45 ft. of 24-inch and 36-inch widths and 15 ft. of 6-ft. width are Mailable. Sold with other goods on Easy Payments, see page 43.

Shpg. Wt., Per  
Width About Foot

37 X 1903—24 in...12 oz.... **8c**  
37 X 1904—36 in...1 lb.... **12c**  
37 X M 1905—6 ft...2 lbs.... **23c**

**60c**

A Ft.  
11¼ Ft. Wide

EXTRA WIDE WIDTHS

**8c**

A Ft.  
24 In. Wide

### Extra Wide Felt Base

11¼-Ft. width was 77c a ft. Good quality. Note the convenient, large size art squares listed below. Modern marbled tile in rust, green, beige and ivory color.

Shpg. Wt. About Per Ft.  
37 X M 1155—11¼ ft. wide. .6 lbs. 2 oz. **60c**  
37 X M 1156—6 ft. wide. . . . 2 lbs. 12 oz. **28c**  
37 X M 1159—9 ft. wide. . . . 4 lbs. 6 oz. **42c**  
37 X M 2096—Size, 11¼x12 ft. 73 lbs. Ea. **\$7.20**  
37 X M 2099—Size, 11¼x15 ft. 90 lbs. Ea. **9.00**  
37 X M 2097—Size, 11¼x18 ft. 110 lbs. Ea. **10.80**

Up to 12  
ft. of 6 ft.  
and 6 ft. of  
9 ft. widths  
are mailable.  
Illustrated ¼  
actual size.





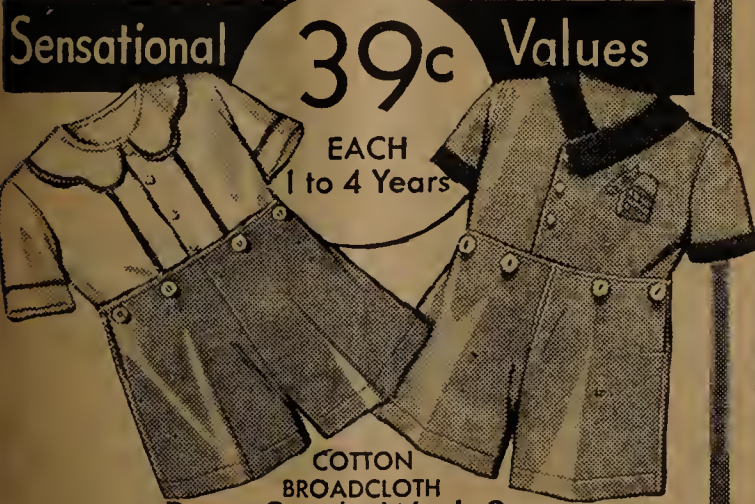
**YOUR CHOICE**  
**39<sup>c</sup>**  
**EACH**  
**STURDY PLAY SUITS**

**Priced EXTRA Low—Great Values!**  
 Strong, well made play suits, in two durable long wearing cotton fabrics. Double needle seams for extra long wear. Drop seats.  
**Button Front Long Sleeve**  
**29 X 6154**—Dark blue pin stripe  
**29 X 6155**—Hickory stripe  
 Ages, 2, 3, 4, 5, 6, 7 years. Shpg. wt., each, 8 oz.  
**Sturdy Chambray Button Back**  
**29 X 6152**—Blue with red trim.  
**29 X 6153**—Green with red trim.  
 State age-size. Shpg. wt., each, 7 oz.



**Cotton Print Panty Dresses**  
**ONLY 47<sup>c</sup>**  
**EACH**

Well fitting, carefully made, full size dresses with matching panties. Of good quality cotton prints. You would ordinarily pay a great deal more for this quality. At our Sales Price, buy several. You'll appreciate the value more when you see them.  
**Checks for Juveniles**  
**29 X 5658**—Red check  
**29 X 5659**—Blue check  
 Ages, 2, 3, 4, 5, 6 years. State age-size. Shipping weight, each, 7 oz.  
**Plaids Are the Rage**  
**29 X 5657**—Assorted Fancy plaids.  
 State age-size. Shipping weight, each, 7 oz.



**Sensational 39<sup>c</sup> Values**  
**EACH**  
**1 to 4 Years**  
**COTTON BROADCLOTH**

**2-Piece Sturdy Wash Suits**  
 Solid color Pants button on to white blouse trimmed with contrasting binding.  
**29 X 5439**—Blue and White  
**29 X 5440**—Green and White  
 Ages 1, 2, 3, 4 yrs. State age-size. Shpg. wt., ea., 5 oz.  
 Solid color with contrasting trim. Embroidered applique.  
**29 X 5441**—Blue  
**29 X 5442**—Yellow  
 State age-size. Shpg. wt., 2 oz.

**2 Pairs 17<sup>c</sup>**  
**Up To 6 Yrs.**  
**Live Elastic Garters**  
 Adjustable rust-proof metal fittings.  
**29 X 3408**—White  
**29 X 3410**—Black  
 State age-size. Shpg. wt., 2 oz.



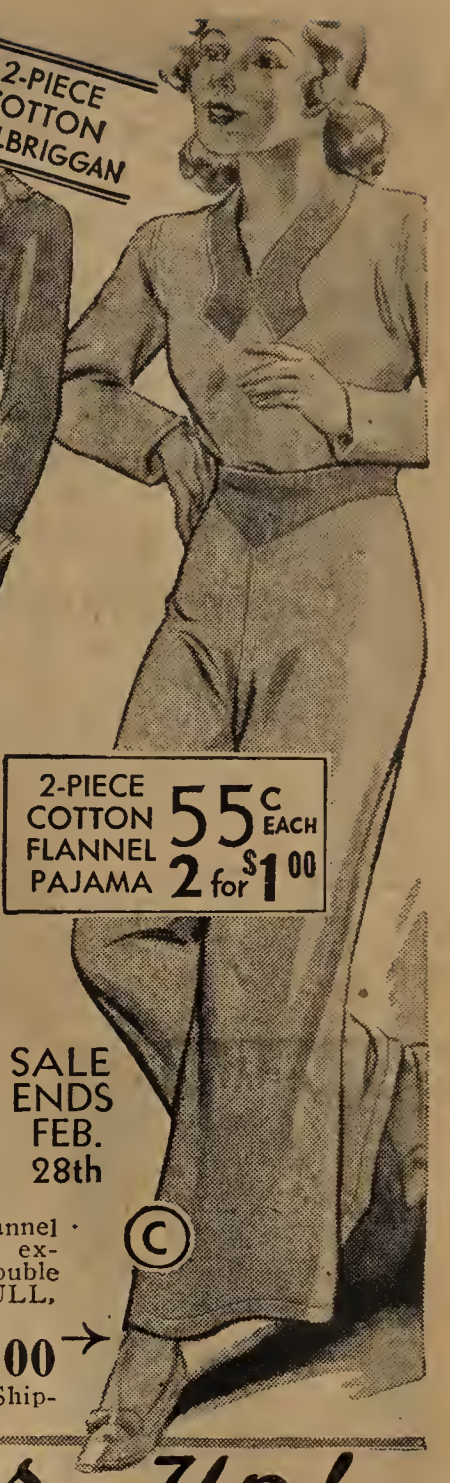
**85<sup>c</sup>**  
**ONE-PIECE KNIT RAYON PAJAMA**

**(A)** Finer . . . in every detail . . . than other one-piece Pajamas we've seen at the price! Superior workmanship; smarter styling. Trimmed with piping in scallops. Good quality rayon.  
**29 X 2427**—Queen blue; Light Top.  
**29 X 2428**—Scarlet red; Light Top.  
 Ages, 6, 7-8, 9-10, 11-12, 13-14 yrs. State age. Shipping weight, 7 oz.



**77<sup>c</sup>**  
**2-PIECE COTTON BALBRIGGAN**

**(B)** This 2-piece "Dormitory" style balbriggan Pajama is plenty warm for any cold night . . . and it's smart! Girls love to wear it! This is the better grade pure combed cotton, in soft elastic knit.  
**29 X 2492**—Blue  
**29 X 2493**—Maize  
 Ages, 7-8, 9-10, 11-12, 13-14, 15-16 yrs. State age. Shipping weight, 7 oz.



**2-PIECE COTTON FLANNEL PAJAMA**  
**55<sup>c</sup> EACH**  
**2 for \$1.00**

**SALE ENDS FEB. 28th**

**(C)** Sears make it a point to offer the best cotton flannel values possible, and this 2-piece pajama is a fine example. We insist on superior workmanship—on double needle seams for greater strength. The sizes are FULL, roomy in width and length. Contrasting trim.  
**29 X 9345**—Flesh  
**29 X 9346**—Blue  
**55<sup>c</sup> each 2 for \$1.00**  
 Ages, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shipping weight, each, 13 oz., two, 1 lb. 9 oz.

## Quality is Up!

**Proof—Sears Price Saves You Most!**

A fine bargain in rayons for girls . . . the price is remarkably low, the wearing quality remarkably good! Made to Sears usual high standard: seams are flatlocked for longer wear; crotches are reinforced. Well cut—bloomers have ample seat room and vest is side seamed and shaped to the figure. Live, strong elastic.

**Panties**  
**Spring Needle Cuff**  
**29 X 2346**—Flesh  
**Shorty Bloomers**  
**29 X 2347**—Flesh  
**Shaped Vest with Drawstring**  
**29 X 2345**—Flesh  
 Ages, 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14, 15-16 yrs. State age-size. Shpg. wt., panties or bloomers, 4 oz., vests, 3 oz.



**16<sup>c</sup>**  
**EACH**

**KNIT RAYONS**

**AGES 2 to 16**

## Prices are Down!



**Cotton Broadcloth**  
**25<sup>c</sup>**

**49<sup>c</sup>**  
**And Up**

Sears make every slip carefully. Seams sewn firmly; full roomy skirt.  
**Lace Trimmed—Bias Cut**  
**Fine Silk and Cotton Phyllis Cloth**  
**29 X 2029**—Flesh  
**29 X 2030**—White  
**49<sup>c</sup>**  
**Rayon Taffeta—Good Quality**  
**29 X 2045**—Tearose  
 Ages, 7-8, 9-10, 11-12, 13-14, 15-16 yrs. State age-size.

**Flounce Bottom—Hemstitched Cotton Broadcloth**  
**29 X 2042**—White  
**29 X 2043**—Flesh  
**25<sup>c</sup>**  
**Smooth Cotton Searslip Cloth**  
**29 X 2044**—White  
**35<sup>c</sup>**  
 Ages, 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shpg. wt., each, 5 oz.



**12 FOR**  
**93c**  
27-IN. X 27-IN.

**12 FOR**  
**79c**  
24-IN. X 24-IN.

**12 FOR**  
**68c**  
24-IN. X 24-IN.

# DIAPERS AT SPECIAL SALE PRICES!

**ROLY POLY**  
**Cotton Flannel**

A heavy quality firm cotton flannel, with a downy soft nap on both sides... a fluffy super-smooth finish that stays soft. Woven of long staple cotton yarns. Hemmed, ready for use. Reduced for this Sale.

**29 X 3090**—White About 27x27 inches. Shipping weight, 1 lb. 10 oz. **Pkg. of 1 Dozen..... 93c**

**29 X 3091**—White About 30x30 inches. Shipping weight, 2 lbs. **Pkg. of 1 Dozen.... \$1.10**

**ROLY POLY**  
**Our Best Birdseye**

Sears prices are lowest even on this finer super quality. Tested for absorbency and much longer wear. Heavy texture. Extra soft. Smooth as velvet. Hemmed. Ready for use. If you want the very most for your money, buy Roly Poly Birdseye Diapers while prices are cut.

**29 X 3052**—White. Pkg. of 1 Doz. **79c**  
About 24x24 in. Shpg. weight, 1 lb. 8 oz....

**29 X 3053**—White. Pkg. of 1 Doz. **95c**  
About 27x27 in. Shpg. weight, 1 lb. 15 oz....

**29 X 3054**—White. Pkg. of 1 Doz. **\$1.15**  
About 30x30 in. Shpg. weight, 2 lbs. 4 oz....

**MY BABY'S Brand**  
**Standard Quality Birdseye**

Similar in weight and texture to most brands, yet offered at an extremely low price. Quality for quality our prices on diapers save you most. First quality birdseye, but slightly lighter in weight than Roly Poly, the super brand. Hemmed. Ready for use.

**29 X 3124**—White. Pkg. of 1 Doz. **68c**  
About 24x24 in. Shpg. weight, 1 lb. 10 oz....

**29 X 3127**—White. Pkg. of 1 Doz. **82c**  
About 27x27 in. Shpg. weight, 1 lb., 12 oz....

**29 X 3130**—White. Pkg. of 1 Doz. **97c**  
About 30x30 in. Shpg. weight, 2 lbs. 4 oz....

Save Most at *Sears*

## COTTON FLANNELS



**GOWN**



**WRAPPER**



**SLIP**

**19c**  
Each

The workmanship makes so much difference in the wear! Double needle shoulder and armhole seams. Wool yarn trimmed edges. Good quality flannel. Shipping weight, each, 4 oz.

**Gown**  
Length about, 22 inches.  
29 X 9646—Blue trim  
29 X 9647—Pink trim

**Wrapper**  
Length about, 22 inches.  
29 X 9648—Blue trim  
29 X 9649—Pink trim

**Slip**  
Length about, 17 inches.  
29 X 9656—Blue trim  
29 X 9657—Pink trim



**Fits Ages Up to 4 Months**

<b>Pr. 16c</b>	<b>2 Pr. 27c</b>
<b>Silk Crepe</b>	<b>All Wool</b>
Hand embroidered.	Shipping weight, 2 oz.
Shpg. wt., 3 oz.	29 X 8662
Blue	Blue trim
29 X 8663	29 X 8601
Pink	Pink trim

## DENNISON'S Diaper Linings

Mothers! End that unpleasant diaper washing. Use these modern sanitary white crepe tissue **BABY PADS** inside regular cloth diaper.

**29 X 3199**—Shpg. wt., 8 oz. **21c**  
Pkg. of 50.....

**29 X 3119**—Shpg. wt., 2 lbs. 2 oz. **89c**  
Box of 250.....



Use This Way



**Honeycomb Shawl**  
All Wool Worsted... so fine and soft you'd expect it to cost much more! Use for baby or a warm shoulder covering for yourself.  
Size, about, 44x48 in., including fringe. Shipping weight, 9 oz.  
**29 X 8031**—White  
**29 X 8038**—Lt. Blue  
**29 X 8039**—Pink **\$1.12**

## Quilted Muslin Pads

Absorbent protection... in sizes for lap, crib or buggy. Cotton filled. Standard quality. Nicely stitched and bound.

**29 X 3001**—15 x 17 in. Shipping weight, 2 for **25c**  
of two, 11 oz....

**29 X 3015**—17 x 30 in. Shipping weight, 10 oz..... **Each 26c**

**29 X 3016**—27 x 34 in. Shipping weight, 15 oz..... **Each 45c**



**3-HANDY SIZES**

## Genuine PEPPERELL Brand

**Fine Fleeced Cotton Twill**  
A real blanket—firm twill weave with a soft, fluffy finish on both sides. Will wash well and keep its warmth. Size, about, 30x40 in. Shipping weight, 9 oz.  
**29 X 3207**—Blue  
**29 X 3208**—Pink **27c**

**Heavy Cotton Flannel**  
A remarkable value! Famous Pepperell quality receiving blanket, with overlocked stitched ends. Neat plaid designs.  
Size, about 26x34 in. Shpg. wt., of 2, 11 oz.  
**29 X 3236**—Blue and Wht. **2 For**  
**29 X 3237**—Pink and Wht. **35c**



## First Quality Gum Rubber

Well shaped waterproof baby pants full at back, roomy in crotch. Side ventilators.  
Ages, 6 months, 1 and 2 years. State age-size. Shipping weight of 2, 5 oz.

**29 X 3178**—White  
**29 X 3179**—Flesh

**Regular 25c Value**  
Seamless knit shoulder band of fine soft combed cotton, striped with Rayon. Elastic in texture for baby's comfort. Finished with strong overlock stitch. Lengths, 10, 12, 14, 16 in. State length. Shipping weight, 2 oz.  
**29 X 8730**—Cream-White

**Knit Training Panty**  
Soft, extra absorbent. Fine knit of double carded cotton. A big help for Mother while Baby's being trained.  
Ages, 1, 2, 3 yrs. State age-size. Shipping weight of 3, 7 oz.  
**29 X 3139**—White

**2-Ply Gum Rubber Sheets**  
Good durable weight in pink and white. Rust-proof eyelets. Long wearing and waterproof.  
**29 X 3102**—Size, 18x27 in. Shpg. weight, 6 oz.... **9c**  
**29 X 3105**—Size, 24x36 in. Shpg. weight, 8 oz... **16c**  
**29 X 3104**—Size, 36x36 in. Shpg. weight, 8 oz... **24c**

**Mother's Handy Bag**  
Genuine DuPont artificial leather, strong and full size. Waterproof diaper pocket. Bottle holders. Strong handle.  
Shpg. weight, 1 lb. 10 oz.  
**29 X 3198**—Black..... **56c**

**Our Regular \$1 Value**  
Snowy white, fluffy cotton Beacon cloth, a mighty good grade for so little money. Ribbon bound hood with elastic. Plenty long for healthy kicking. This bunting is made BIG!  
Shpg. wt., each, 1 lb. 3 oz.  
**29 X 6593**—Blue trim..... **89c**  
**29 X 6594**—Pink trim..... **89c**

**2 FOR**  
**11c**

**GUM RUBBER**

**19c**

**KNIT COTTON**

**3-FOR**  
**39c**

**KNIT COTTON**

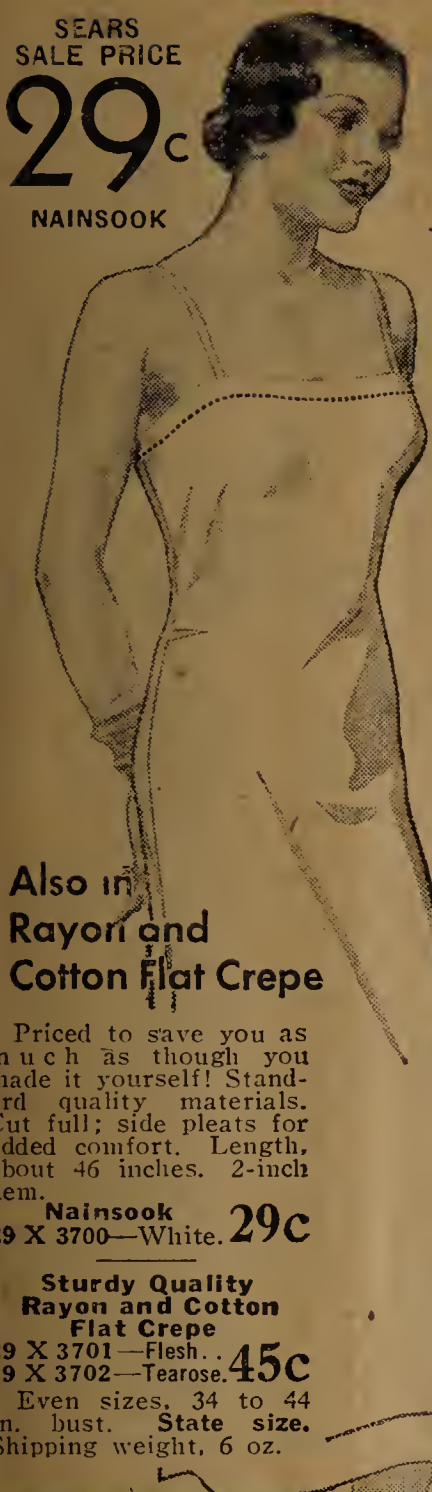




SEARS  
SALE PRICE

29<sup>c</sup>

NAINSOOK



Also in  
Rayon and  
Cotton Flat Crepe

Priced to save you as much as though you made it yourself! Standard quality materials. Cut full; side pleats for added comfort. Length, about 46 inches. 2-inch hem.

Nainsook 29 X 3700—White. 29<sup>c</sup>

Sturdy Quality Rayon and Cotton Flat Crepe

29 X 3701—Flesh. 45<sup>c</sup>  
29 X 3702—Tearose.

Even sizes, 34 to 44 in. bust. State size. Shipping weight, 6 oz.

SEARS  
SALE PRICE

55<sup>c</sup>

2 for \$1.00



SALE  
CLOSES  
FEB. 28,  
1935

All Rayon  
Taffeta

A slip that really fits—and is a bargain! Cut on smart bias lines and trimmed with lace, top and bottom. Made of all Rayon Taffeta, neatly finished with double stitched upper seams and pinked edges. Include several in your order at this Sale Price!

29 X 3694 55<sup>c</sup> ea.

29 X 3695 2 for \$1.00

Tearose Length, abt. 47 in. Even sizes, 34 to 44 inches bust. State size. Shipping weight, 6 oz.; 2, 11 oz.

SEARS  
SALE PRICE

39<sup>c</sup>

REGULAR  
SIZES



Also  
Stout  
Sizes

Standard Quality  
Nainsook

You know this quality material... its reputation... how it wears, washes and irons! Side pleats, lace insert, hemstitching. An outstanding value. 2-inch hem.

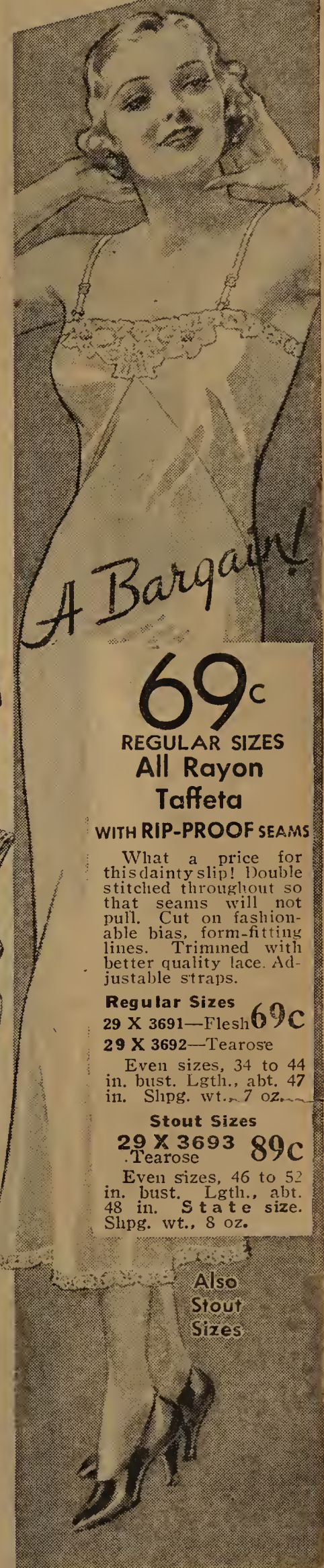
Regular Sizes 39<sup>c</sup>

29 X 3684—White. Even sizes, 34 to 44 in. bust. Length, abt. 47 in. Shpg. wt., 6 oz.

Stout Sizes 49<sup>c</sup>

29 X 3685—White. Even sizes, 46 to 52 in. bust. Length, abt. 48 in. State size. Shpg. wt., ea., 7 oz.

Every Slip Cut  
Full Size—Full Length  
Carefully Made for  
Long Wear



A Bargain!

69<sup>c</sup>

REGULAR SIZES  
All Rayon  
Taffeta

WITH RIP-PROOF SEAMS

What a price for this dainty slip! Double stitched throughout so that seams will not pull. Cut on fashionable bias, form-fitting lines. Trimmed with better quality lace. Adjustable straps.

Regular Sizes 69<sup>c</sup>

29 X 3691—Flesh

29 X 3692—Tearose Even sizes, 34 to 44 in. bust. Lgth., abt. 47 in. Shpg. wt., 7 oz.

Stout Sizes 89<sup>c</sup>

29 X 3693—Tearose

Even sizes, 46 to 52 in. bust. Lgth., abt. 48 in. State size. Shpg. wt., 8 oz.

Also  
Stout  
Sizes

Every One a Money Saver!

\$1 65

Maternity  
Corset  
and Brassiere  
Combination

Affords  
Comfortable  
Abdomen  
Support

29 X 203

Flesh

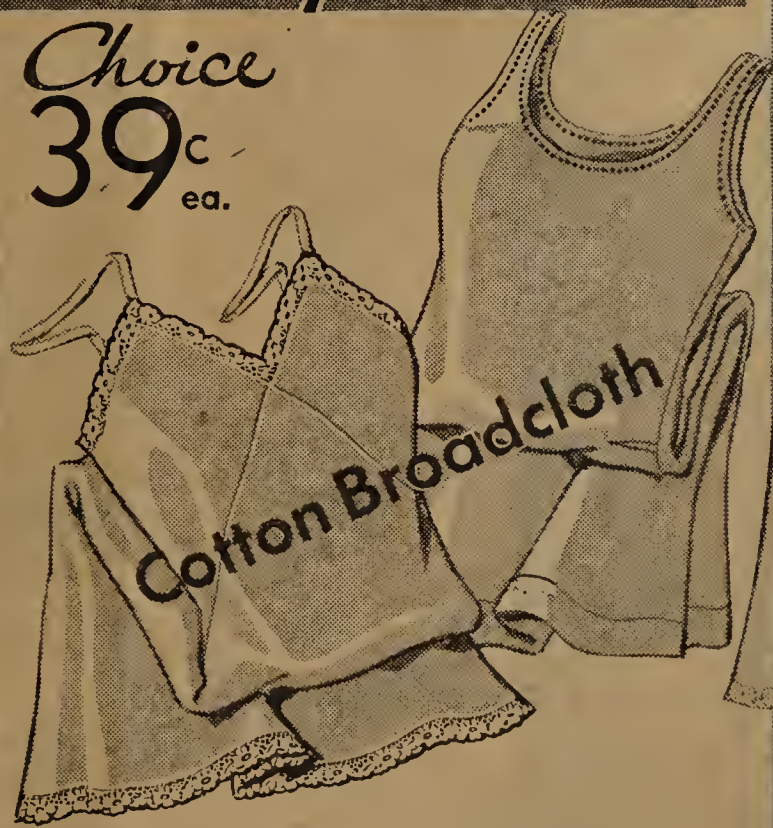
Even sizes, 30 to 44 in. bust. State size. Shpg. wt., 1 lb. 2 oz.

Inner Belt and Outer Garment have lacings to permit Perfect Adjustment to Figure.

A helpful, healthful foundation for the Mother-to-Be! The elastic and coutil inner belt is shaped scientifically to give utmost comfort. The hooks at side of belt are cleverly placed and will not cause irritation. Correctly shaped outer garment of serviceable Rayon striped cotton madras is lightly boned and has 4 strong garters.



Choice  
39<sup>c</sup> ea.



Cotton Broadcloth

Thousands of women like the service and long wearing qualities of these splendid cotton broadcloth Slips that Sears offer. They are bargains, cut and sewed carefully and are specially priced for this Sale.

Bias Cut Model

.. Pretty Lace trim.

.. Length, about 47 inches.

29 X 3696

Flesh 39<sup>c</sup>

29 X 3697 White

Even sizes, 34 to 44 inches bust. State size. Shpg. wt., 6 oz.

Round Neck Style—Hemstitched

.. Side pleats; 2-inch hem.

.. Average length, 47 inches.

29 X 3574

Flesh

29 X 3573 39<sup>c</sup>

White

Even sizes, 36 to 44 in. bust. State size. Shpg. wt., 7 oz.

SEARS

C

175





3 OF ANY GARMENT  
*Guaranteed*  
3 MONTHS

REGULAR SIZES  
**3 For \$1.69**  
Were 3 for \$2.19

**Run-Resistant Knit Rayon.**

**Bloomers**  
**3 for \$1.69**  
29 X 2500—Tearose  
29 X 2501—Flesh  
Lgths., 21, 23, 25,  
27 in. State  
length. Shpg. wt.,  
1 lb. 6 oz.  
**Stout Sizes**  
**3 for \$1.95**  
29 X 2503—Flesh  
Lgth., 27 in. 68-in.  
seat. Shpg. wt.,  
1 lb. 9 oz.

**Round Neck Vests**  
**3 for \$1.69**  
Nicely shaped, re-  
inforced under arms  
29 X 2682—Flesh  
29 X 2683—Tearose  
Even sizes, 34 to 44  
in. bust. State size.  
Shpg. wt., 1 lb. 2 oz.  
**Stout Sizes**  
**3 for \$1.95**  
29 X 2684—Flesh  
Even sizes, 46 to 52  
in. bust. Shpg. wt.,  
1 lb. 5 oz.

**Panties**  
**3 for \$1.69**  
29 X 2625—Flesh  
29 X 2626—Tearose  
Lgths., 19 and 21 in.  
State length. Shpg.  
wt., 1 lb. 5 oz.  
**Stout Sizes**  
**3 for \$1.95**  
29 X 2627—Tearose  
Lgth., 23 in. 64 in.  
seat. Shpg. weight,  
1 lb. 6 oz.

Our best. Full roomy  
sizes. Boil-proof elastic.  
Three of one style and  
one size in each box.

**Regular Sizes 19c**

Your money's worth and more! Good quality knit rayon. Double fabric crotches. Flatlocked seams. Nicely shaped and well-tailored. Live elastic.

- (A) Shaped Tailored Vests 19c**  
29 X 2733—Flesh  
29 X 2734—Tearose  
Even sizes, 34 to 44 inches  
bust. State size. Shpg.  
wt., 4 oz.  
**Stout Sizes 29c**  
29 X 2735—Flesh  
Even sizes, 46 to 52 inches  
bust. State size. Shpg.  
wt., 4 oz.  
**(B) Band Bottom Panties 19c**  
29 X 2736—Flesh  
29 X 2737—Tearose  
Lengths, 17 and 19 inches.  
State length. Shpg. wt.,  
5 oz.  
**Stout Size 64-in. Seat 29c**  
29 X 2738—Flesh  
Length, 21 inches. Shpg.  
wt., 5 ounces.

- (C) Step-Ins 19c**  
29 X 2742—Flesh  
29 X 2743—Tearose  
Lengths, 17 and 19 inches.  
State length. Shpg. wt.,  
5 ounces.  
**Stout Size—68-In. Seat 29c**  
29 X 2744—Flesh  
Length, 22 inches. Shpg.  
wt., 5 oz.  
**(D) Bloomers—All Lengths 19c**  
29 X 2739—Flesh  
29 X 2740—Tearose  
Lengths, 19, 21, 23 and 25  
inches. State length.  
Shpg. wt., 6 ounces.  
**Stout Size—68-In. Seat 29c**  
29 X 2741—Flesh  
Length, 27 inches. Shpg.  
wt., 6 ounces.



—All Seams **TRIPLE STITCHED**—Bar Tacked.  
—**SADDLE Crotch**... Better Fitting, Long Wearing.  
—Roomy, Generous Sizes. Cut to Fit Smoothly.  
—Fabrics Famous for the Wear They Give.

**Sateen 39c**  
29 X 1408—Flesh  
Lengths, 22, 24, 26 inches.  
State length. Shpg. wt.,  
7 oz.  
**Girls' Sizes 27c**  
29 X 2382—Flesh  
29 X 2383—White  
Ages, 4, 5-6, 7-8, 9-10,  
11-12, 13-14 yrs. State  
age-size. Shpg. wt., 5 oz.

**Searslip Cloth 39c**  
Highly mercerized cot-  
ton non-cling cloth.  
29 X 1414  
Peach  
29 X 1415  
Flesh  
Lengths, 22, 24, 26 inches.  
State length. Shpg. wt.,  
5 oz.

**SEAMS GUARANTEED RIP-PROOF!**

Women's  
Regular Sizes

Was **49c** **39c**



FOR MAIL ORDERS ONLY  
SALE CLOSING FEBRUARY 28th

**Descriptions for Opposite Page**

**KNIT RAYON UNDIES**

Every garment in this group is worth more than 25c. They're GOOD quality plain knit rayon, in a smooth stitch with lace and contrasting pastel appliques. Cut generously. Double fabric crotch. Flatlocked seams. Good lively elastic. Smooth band front. Shpg. wt., each garment, 5 oz.

- (A) BLOOMERS—**  
29 X 2725—Tearose **25c**  
29 X 2726—Flesh  
Lengths, 21, 23 and 25 in. State length.  
**(B) PANTY—Band Front and Bottom**  
29 X 2731—Flesh **25c**  
29 X 2732—Tearose  
Lengths, 17 and 19 in. State length.  
**(C) BRIEF PANTIES—**  
29 X 2729—Tearose **25c**  
29 X 2730—Flesh  
Lengths, 15 and 17 in. State length.  
**(D) STEP-IN—Slashed Open Sides.**  
29 X 2727—Flesh **25c**  
29 X 2728—Tearose  
Lengths 17 and 19 in. State length.

- (E) BABY'S COAT**  
**Silk Crepe**  
**Weighted**  
Nicely hand smocked.  
Cotton broadcloth  
lined; interlined.  
29 X 6554 **96c**  
Pink  
29 X 6555 **96c**  
Blue  
Ages, 6 mos., 1, 2 yrs.  
State age. Shpg. wt., 13 oz.  
**BONNET**  
**Silk Crepe, Weighted**  
Matches coat. Silk  
lined; interlined.  
29 X 6793 **29c**  
Pink  
29 X 6794 **29c**  
Blue  
Sizes, 12 to 15 in. State  
size.  
Shpg. wt., 7 oz.

- (F) SWEATER—1/2 Wool Worsted, 1/2 cotton.**  
Drop stitch design; medium weight. Has the  
appearance and feel of an all wool sweater; the  
cotton is expertly mixed with the wool.  
29 X 7158—Medium **29 X 7160—French blue**  
brown **29 X 7161—** **\$1.69**  
29 X 7159—Black **Monkey skin**  
Even sizes, 34 to 44 in. bust. State size.  
Shpg. wt., 14 oz.

- (G) SLIP—Good quality silk crepe, weighted.**  
Double stitched throughout for longer wear.  
True bias cut. Length, about 47 in. Fits excep-  
tionally well. Adjustable straps. Lace trim.  
29 X 3687—Flesh **96c**  
29 X 3688—Tea rose  
Even sizes, 34 to 44 in. bust. State size.  
Shpg. wt., 7 oz.

- (H) SLIP—Good quality weighted silk crepe, 4-  
GORE style. Lovely lace and hemstitching  
add charm to its practical qualities. Well finish-  
ed with neat strong French seams. Adjustable  
straps. Length, about 47 in. **89c****  
29 X 3686—Tearose  
Even sizes, 34 to 44 in. bust. State size.  
Shpg. wt., 5 oz.

- (J) PORTO RICAN PAJAMAS..AND ONLY \$1**  
A lovely 2-piece style of real SILK PONGEE,  
rice starch weighted. Smooth fitting yoke front  
trousers. Luxuriously hand embroidered. Will  
launder and wear nicely.  
29 X 1200—Natural Tan  
Even sizes, 34 to 44 in. bust. State **\$1.00**  
size. Shpg. wt., 6 oz.....

- (K) SILK PONGEE PORTO RICAN GOWN**  
Applique, pintucking, and assorted em-  
broidered all done by HAND! Sash tie. Full cut  
gown of SILK PONGEE, rice starch weighted.  
29 X 1265—Natural Tan  
Even sizes, 34 to 44 in. bust. State **\$1.00**  
size. Shpg. wt., 6 oz.....

- (L) BALBRIGGAN—A FASHION SUCCESS!**  
The prize style of all the grand new 2-piece  
Balbriggan pajamas! Wonderfully comfortable,  
soft, warm, elastic in texture—a firm, better  
quality knit combed cotton. Smartly tailored.  
Full sizes.  
29 X 971—Maize with light blue  
29 X 972—Tearose with light blue  
Even sizes, 34 to 44 in. bust. State **89c**  
size. Shpg. wt., 11 oz.....

- (M) WEIGHTED SILK CREPE GOWN**  
Charming! Two lace medallions; ribbon  
sash. A bargain! And yet made with the same  
careful workmanship and full, generous cut as  
much higher price garments. Lgth., abt. 51 in.  
29 X 927—Light blue  
29 X 928—Tearose  
Even sizes, 34 to 44 in. bust. State **\$1.00**  
size. Shpg. wt., 6 oz.....

- (N) WEIGHTED SILK CREPE PANTIES**  
French style. Lace trimmed, with yoke  
front. Buttons at side. Low in price but carefully  
made and sized.  
29 X 4099—Tearose  
Waist measures, 28, 30 and 32 in. State **55c**  
size. Shpg. wt., 4 oz.....

- (P) SERONA, OUR BEST QUALITY KNIT  
RAYON GOWN**  
In Serona De Luxe Rayon—such high quality,  
its price makes it an outstanding bargain! Long  
and full cut. Rich lace applique.  
29 X 969—Tearose **29 X 970—Light blue**  
Even sizes, 34 to 44 in. bust. State **77c**  
size. Shpg. wt., 10 oz.....



SUPER VALUES

CHOICE

25<sup>c</sup>  
EACH

KNIT RAYONS

\$1.00

PAJAMA  
OR  
GOWN

Sears Sale Puts **QUALITY FIRST!**

Hand Smocked  
Silk Crepe Coat

96<sup>c</sup>

BONNET

29<sup>c</sup>

SEE OPPOSITE  
PAGE FOR  
DESCRIPTIONS

ELASTIC KNIT  
SWEATER  
Wool Worsted  
and Cotton

\$1.69

French Style  
Silk Crepe  
Slips

Beautifully Tailored

Rip-Proof Seams  
True Bias Cut

96<sup>c</sup>

French Seams  
Four-Gore Style

89<sup>c</sup>

A Marvelous Value!  
Silk Crepe Panty

55<sup>c</sup>

Serona Quality  
Knit Rayon  
Gown

77<sup>c</sup>

French  
Style  
Silk Crepe  
Gown

BIG  
VALUE!  
\$1.00

Silk Pongee  
Pajamas

from Porto Rico

Hand Embroidered!  
Hand Appliqued!

FINE QUALITY  
COTTON  
WARM  
SMART

Two-Piece  
Balbriggan  
PAJAMAS

89<sup>c</sup>

HAND EMBROIDERED  
Silk Pongee  
Gown  
from Porto Rico

\$1.00



# Wonder Value Cotton Frocks

Striking Washfast Prints  
Smartly Styled—Full Cut

SHPG. WT. 10 OZ. each

They're New.. Washfast  
Full Lengths.. *Not Skimped*

SHPG. WT. 10 OZ. each

When Ordering  
Be Sure to State  
Size and Color

**74¢**  
EACH

**59¢**

**59¢**

**59¢**

**(A)** 27 X 1300  
Fancy Stripes.  
Junior Sizes: 13 to 19  
years; to fit 31 to 37  
inches bust  
measure.....**74c**

**(B)** 27 X 1305  
Brown or Navy.  
Sizes: 14 to 20 years;  
to fit 32 to 38 inches  
bust  
measure.....**74c**

**(C)** 27 X 1310  
Fancy Plaid. Sizes:  
32 to 42 inches  
bust measure....**74c**

**(D)** 27 X 1315—Green or Medium Blue.  
Sizes: 36 to 44 inches bust measure;  
Stout Sizes, 45 to 53 inches  
bust measure..... **74c**

**(E)** 27 X 1320—Navy  
Blue. Sizes: 36 to 44  
in. bust; Stout Sizes:  
45 to 53 in. bust.....**59c**

**(F)** 27 X 1325 — Wine  
or Brown. Sizes: 32  
to 42 inches bust  
measure .....**59c**

**(G)** 27 X 1330—Blue  
or Rose. Sizes: 14 to  
20 years; to fit 32 to 38  
inches bust  
measure.....**59c**

30¢ SEARS, ROEBUCK AND CO.

Sale Ends  
FEB. 28<sup>TH</sup>



2 for  
89c

## Washfast HOOVERETTES

The most exciting bargain we've ever offered! Two good, serviceable Hooverettes for the small sum of 89 cents! Good quality, washfast percale. Wear them as a protection over your best dresses or alone as a slim fitting young house frock. Don't delay ordering this needed value! Act now! Sizes: Small, to fit 32, 34 and 36 in. bust measure; Medium, to fit 38 to 40 in. bust measure. State size.

Shipping wt., 14 oz. for two.

27 X 9575

Set of two Hooverettes, one a Fancy Print with Organdy trim, and the other a Twin Print Polka Dot in Copen Blue and White.

3 for 45c

## QUALITY APRONS Bargain Priced!

The cost is so amazingly low, you won't believe the quality can be so surprisingly good! Three serviceable aprons for a price you would ordinarily expect to pay for one! Made of strong wearing percale that washes beautifully. Practical for work around the house and pretty enough for entertaining. Be wise—set in a supply at this huge saving!

Shipping wt., 8 oz. for three.

27 X 2215  
Gay colorful Prints.

These  
Low Prices  
for Mail  
Orders Only

\$1<sup>00</sup>

## "Sears-ette"

### THE PERFECT HOUSE FROCK

Think of it—our famous Sears-ette house dresses, the same style that sold in our big Fall catalog for \$1.39 now at this low price! You couldn't find a better buy—or a more practical one! Gay cotton print launders perfectly. Easy on. Generous lap-over. Clever shoulder buttoning.

Sizes: 32 to 42 in. bust. State size. Length, about 48 in.

Shipping weight, 11 oz.

27 X 4790—Red and White  
27 X 4789—Blue

### POLKA DOTS

(A) It's hard to believe you can get this fast polka dot percale frock for so little money! Good quality. Crisp white organdy trim. Perfect for "At homes," and smart enough for street wear, too! Sizes: 32 to 38 in. bust measure. State size. Length, about 47 inches. Shipping weight, 9 ounces.

27 X 1335—Red with White dot.

27 X 1336—Copen Blue with White dot. . . . . 47c

(B) The best possible value you can find in a well made, good quality dress! Durable washfast percale styled to give you long, slim lines. White pique collar trim. Women's Sizes: 36 to 44 in. bust. Stout Sizes: 46 to 52 in. bust. State size. Length, about 48 inches. Shipping weight, 10 ounces.

27 X 1412—Navy with White dot. . . . . 47c

3 for 85c Each  
29c

### SLIP-OVER DRESS

A sensational bargain! Slip-over dresses for daughter's busy hours. Sturdy washable percale. They'll stand long hard wear and still look fresh. Work or play, she'll need lots of these! Sizes: 7 to 14 yrs. State size. Shpg. wt., for 1, 4 oz., for 3, 11 oz.

27 X 320—Ass't. Floral designs

27 X 321—Solid (plain) colors  
29c each, 3 for 85c

47c  
Each



\$ **3.98**  
Complete

For All-Round Wear  
This Dashing  
**THREE-PIECE  
KNIT**

Nothing Is  
Newer Than  
**NET WITH SILK!**

**COLOR** Glorifies  
the New Knits!



**(A)**  
TWO-PIECE  
\$ **1.98**

**(B)**  
TWO-PIECE  
WITH MATCHING  
BERET  
\$ **1.98**  
COMPLETE

**(A)** Something "very special"—style and service in this smart two-piece cotton knit suit at a price that is kind to your pocket-book. Solid color waist and skirt. Gay plaid sleeves, belt and drawstring collar. Remember, this sale price is for a limited time, and is for mail orders only.

Misses' and Women's  
Sizes: 14 to 20 yrs. to fit 32 to 38 inch bust measure. State color and size.

31X715—Rust, Green or Blue.... \$ **1.98**  
Shipping weight, 1 pound 8 ounces.

**(B)** This lively three-piece Cotton Knit outfit belongs in the sports wardrobe of modern young girls. Great in style! Grand in price! Over-blouse has button trim crew neck. Knitted cuffs and waistband. Solid color skirt closes with side buttons. Matching beret has saucy quill. Sizes: 8 to 14 years. State age, size and color.

31X720—Dk. Green with Medium Green or Brown with Orange \$ **1.98**  
Shpg. wt., 1 lb. 6 oz.

Three-piece sweater suit. Plaid cotton knit skirt and crew neck sweater. Cotton and Wool (25%) Angora cardigan jacket banded at neck, cuff and waist in chic ribbed knit. Misses' and Women's Sizes: 14 to 20 yrs. to fit 32 to 38 in. bust. State color and bust measure.

31X700—Green, Rust or Brown... \$ **3.98**  
Shipped from New York. Shpg. wt., 1 lb. 10 oz.

Send your order direct to New York. Figure postage from Sears nearest Mail Order House.

\$ **2.98**  
ALL  
RAYON  
RUFF  
CREPE

"Net" yourself lots of style with this lovely All Rayon Ruff Crepe frock. Beautiful Cotton Net forms the high ruffy collar and flattering big bow. Shoulder Net tucking falls into youthful short puff sleeves. Princess-effect waistline with ties in back gives a slimming grace to the long length skirt. A dress sure to be a success wherever it goes. State actual bust measure.

Misses' Sizes: 14-16-18-20 years  
Bust Measures: 32-34-36-38 inches

31 X 750—Applemint Green  
31 X 751—National Blue  
31 X 752—Ash Rose  
Shpg. wt., 1 lb. 8 oz.

\$ **2.98**

Order above garments from New York. Figure postage from Sears nearest Mail Order House.



**\$2<sup>88</sup>**  
SILK CREPE



**(E)**  
LUX-RAY  
Rayon and  
Cotton Crepe  
**\$1<sup>98</sup>**



**(F)**  
Pleat  
Trims  
are New!  
**\$1<sup>98</sup>**



**(G)**  
Hand  
Embroidered  
Sleeves  
**\$2<sup>98</sup>**



**SMART-  
As It Is!**

**FOR MAIL  
ORDERS ONLY**

**(E)** Plaids are gaining in importance. You see them everywhere! Rayon and Cotton Flat Crepe fashions this good looking model. White Rayon collar with big plaid bow. A dress you'll like better every time you wear it. Priced unbelievably low. Lengths, about 49 inches.  
Misses' Sizes: 14 to 20 years to fit 32 to 38 inch bust. State color and bust measure. Shipping weight, 1 lb. 2 oz.

31 X 725  
Green, Rust or Navy.....**\$1.98**

**(G)** Bright Wool thread flowers are hand-embroidered on the sleeves of this expensive looking dress. Matching wool pom-poms tie the snug collar. Smooth fine Angoray knit about one-fifth Wool Moire, balance Rayon and Cotton) won't sag—ever! Lengths, about 49 inches.  
Misses' Sizes: 14 to 20 yrs. to fit 32 to 38 in. bust. State color and bust measure. Shipping weight, 1 lb. 6 oz.

31 X 630  
Med. Green, Dark Brown or Rust...**\$2.98**

Order above garments direct from New York.  
Figure postage from Sears nearest Mail Order House.

**(F)** Tiny knife pleating trims the newest frocks. Note how it smartens up the perky patch pockets, hemline and clever kerchief effect yoke. Styled of woven Cotton Plaid Suiting in a way to take your breath and save your money! Lengths, 49 inches.

Misses' Sizes: 14' to 20 years to fit 32 to 38 inch bust measure. State color and bust measure. Shipping weight, 1 lb. 2 oz.

31 X 730  
Brown, Navy or Green Plaid.....**\$1.98**

**(H)** Fashion decrees shiny stiff fabrics. Sears present sleek permanent finish Moire Rayon Taffeta. Rippled collar stands up in the new high neckline manner. Crisp big bow brilliantly marked with Rhinestone clips. Lengths, about 49 inches.

Misses' Sizes: 14 to 20 yrs. to fit 32 to 38 in. bust measure. State color and size. Shipping weight, 1 lb. 6 oz.

31 X 640  
Piper Green, Boat-blau or Black.....**\$3.98**



**(H)**  
WOVEN  
RAYON  
MOIRE  
**\$3<sup>98</sup>**

**"DIFFERENT  
When You Add  
a Collar!"**

**Very Special!**

Weighted Silk Flat Crepe at a sensational price! Boat neckline is accentuated with rhinestone clips or give a new appearance by collar changes. Collar not included. Length, about 48 in.

Misses' Sizes: 14 to 20 yrs. to fit 32 to 38 in. bust. State color and size. **\$2.88**

31 X 745—Med. Brown, Bright Navy Blue or Piper Green. Shpg. wt., 1 lb. 2 oz.

**Add This Collar!**

18 X 4435—Stand-up ruffle style of white celanese taffeta. Shpg. wt., 4 oz. **44c**

Order both from New York. Figure postage from nearest Mail Order House.

**SEARS C 1**





**Was \$64<sup>85</sup> Now \$59<sup>85</sup>**  
**GASOLINE WASHER**  
 22 X M 3024—Page 68



**Was 75c Now 59c**  
**UNPAINTED CHAIR**  
 1 X M 2540—Page 62



**\$1<sup>25</sup> Value, 98c**  
**NOVELTY WATCH**  
 4 X 1727—Page 125



**Was 84c Now 77c**  
**HERCULES SHIRT**  
 33 X 5631—Page 141

# Sears **SALE** MIDWINTER

*Sears* value-provers! The book is filled with them . . . bargains that show why over 12,000,000 people buy from *Sears*. Prices cut to get your Mail Orders. This is really a Super Sale. But don't forget. Order before February 28, 1935.

**SEARS, ROEBUCK and CO. of TEXAS, DALLAS**



**\$1<sup>39</sup> Value, \$1<sup>09</sup>**  
**ALL WOOL BATT**  
 27 X 2270—Page 18



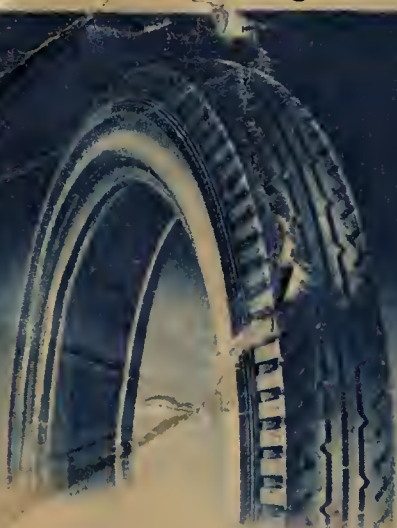
**Was 65c Now 58c**  
**MEN'S UNDERWEAR**  
 16 X 5995—Page 146



**28c Value, 18c**  
**SPARK PLUGS**  
 28 X 1415—Page 105



**Was 85c Now 79c**  
**WOMEN'S GALOSHES**  
 76 X 9223—Page 155



**Until Feb. 15th \$3<sup>15</sup>**  
**LLSTATE HERCULES TIRE**  
 28 X 850—Page 102



**\$1<sup>69</sup> Value, \$1<sup>39</sup>**  
**WORK SHOES**  
 67 X 4617—Page 162



**13c Value, 9c Each**  
**TURKISH TOWELS**  
 19 X 8717—Page 28



**75c Value, 47c**  
**3-CELL FLASHLIGHT**  
 20 X 1369—Page 106